

IN THIS ISSUE
WE SHOOT DOWN

TOP GUN

No.
267
December
1986

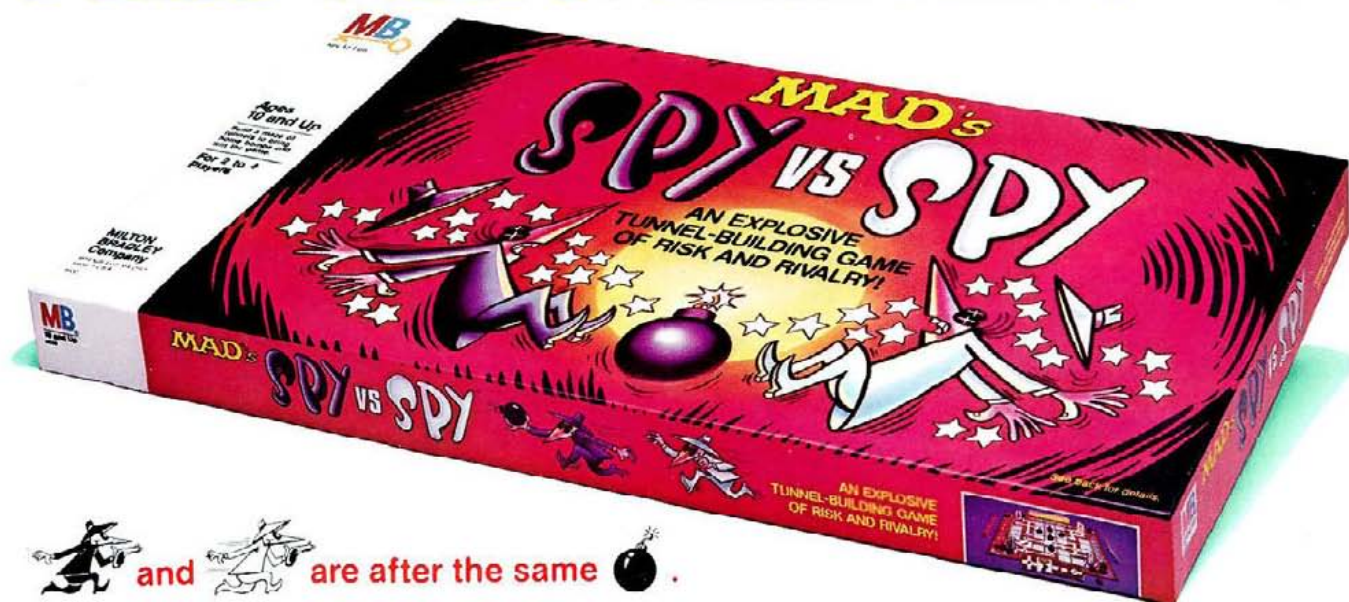
MAD IND

Our
Price
\$1.35
Cheap!



FOR OUR SPIES ONLY!

AN EXCITING NEW SPY VS. SPY BOARD GAME OF THEIR VERY OWN!



 and  are after the same .

First  blocks off 's tunnel. Then  foils .

Unexpectedly,  double-crosses  and .

 finally grabs the  ...and !

You'll have a blast with this game of attack and counterattack, smuggled directly from the pages of MAD Magazine. Waiting to be detonated at a store near you! It's an offer you can't defuse!

MAD

"People on ego trips should buy one-way tickets." —Alfred E. Neuman

WILLIAM M. GAINES publisher

NICK MEGLIN, JOHN FICARRA editors

LEONARD BRENNER art director **TOM NOZKOWSKI** production

CHARLIE KADAU, JOE RAIOLA, SARA FOWLER editorial assistants

DICK DE BARTOLO creative consultant **BILL NEGRON** layout

JACK ALBERT lawsuits **ANNE GRIFFITHS** logistics

GLORIA ORLANDO, M.C. GAINES, TINA HOLLOWAY subscriptions

CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

DEPARTMENTS

...AND JEST IS FOR ALL DEPARTMENT	
MAD's Practical Joke Catalogue for Courtrooms.....	10
A VIEW TO A SPILL DEPARTMENT	
The Three Mile Island Children's Zoo.....	24
BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side Of.....	26
BETTER DEAD THAN FRED DEPARTMENT	
Mr. Jolly Rogers' Neighborhood.....	15
BETTER READ THEN SAID DEPARTMENT	
MAD's Modern Day Tongue Twisters.....	36
DON MARTIN DEPARTMENT	
Early One Morning at the Hospital.....	9
Early One Afternoon at Top Gunk.....	42
Early One Evening in Las Vegas.....	48
E.S.P.—U DEPARTMENT	
MAD's Fearless Forecast for the Upcoming TV Season.....	22
JOKE AND DAGGER DEPARTMENT	
Spy Vs. Spy.....	14
LETTERS AND TOMATOES DEPARTMENT	
Random Samplings of Reader Mail.....	2
MARGINAL THINKING DEPARTMENT	
"Drawn Out Dramas" by Sergio Aragones.....	**
NAVAL AIR FARCE DEPARTMENT	
"Top Gunk" (A MAD Movie Satire).....	4
OFFICERS IN DIS-DRESS DEPARTMENT	
"Grabme & Spacey" (A MAD TV Satire).....	43
OUR CREATURE PRESENTATION DEPARTMENT	
Horrifying Crime Cliches.....	19
PAYING OFF ALONE DEPARTMENT	
The Advantages of Being Dumped.....	34
SCHLOCK AROUND THE ROCK DEPARTMENT	
A MAD Peek Behind the Scenes at a Music Video.....	12
SERGIO ARAGONES DEPARTMENT	
Head Trip.....	37
SHUNS OF PITCHES DEPARTMENT	
Those Ridiculous Little Things TV Ads Say.....	38
THE LAME OF THE GAME DEPARTMENT	
Future "Special Editions" of Trivial Pursuit.....	40
TOO STEEP PER CHANCE TO REAM DEPARTMENT	
The Defense Contractor's Clearinghouse Catalog.....	31
**Various Places Around The Magazine	

COVER ARTIST: RICHARD WILLIAMS

COVER IDEA: THE EDITORS

"TOP GUNK"
(A MAD
MOVIE
SATIRE)
Pg. 4



**MAD'S PRACTICAL
JOKE CATALOGUE
FOR COURTROOMS**
Pg. 10

**BEHIND THE
SCENES AT
A MUSIC
VIDEO**
Pg. 12



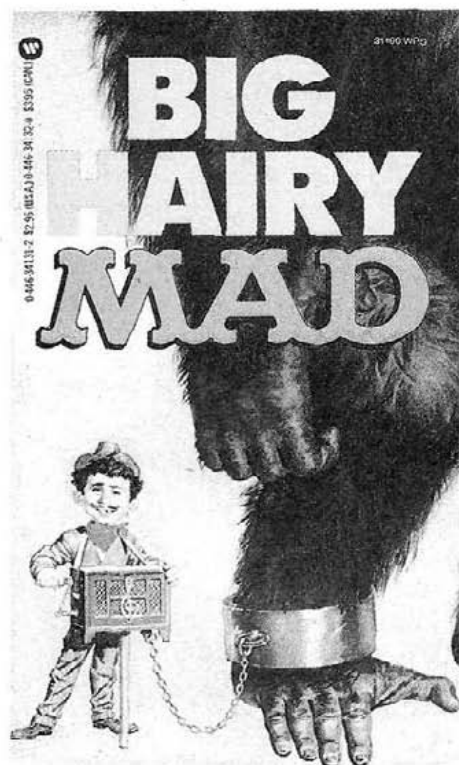
**MR. JOLLY
ROGERS'
NEIGHBORHOOD
(A MAD TV
SATIRE)**
Pg. 15

**HORRIFYING
CRIME
CLICHES**
Pg. 19



**"GRABME
& SPACEY"**
(A MAD TV
SATIRE)
Pg. 43

100% MONKEY BUSINESS



**Swing Over To Your
Local Bookstore And
Toss Up A Few Bananas
For This King Klod!**

LETTERS AND TOMATOES DEPT.



"HENNA AND HER SICKOS"

I'm an avid fan of Woody Allen and I think that "Hannah And Her Sisters" was a masterpiece, but "Henna And Her Sickos" was just SICK. Go back to trashing bad movies like "Rocky IV."

R. Keith Phipps
Englewood, OH

You guys wasted five pages on "Henna And Her Sickos." If you ever spoof another Woody Allen movie again, I'll puke!

Andrew Quinn
Ontario, Canada

Okey Dokey!—Ed.

TAKING THE BIBLE BY THE HORNS

I find Mrs. Linda Houk's letter in MAD #265 extremely distressing. From its contents it's obvious she is a blind self-righteous patriot. If she thinks MAD is too awful to read, I'd like to suggest she try something else. It's called THE FIRST AMENDMENT!!!

Mark Wilson
Columbus, OH

I saw the "Bible Belts" letter in MAD #265, and I have a few comments. If that lady would actually read MAD, she would see it is really worse than she thinks it is. MAD's language is not only atrocious, but also revolting, repulsive and nauseating. Lastly, I can't figure out why she would want MAD to change its attitude, because right now it's just how its readers want it—CHEAP AND DISGUSTING!!!

Jereme Hansen
Woodland, CA

"HOME FU"

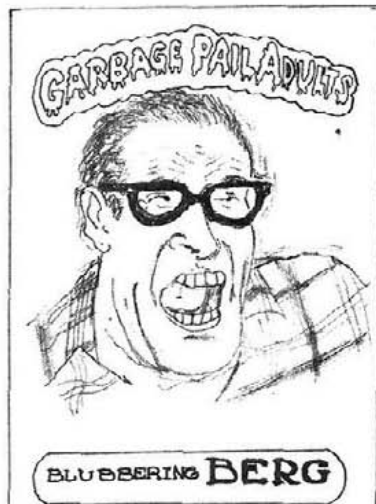
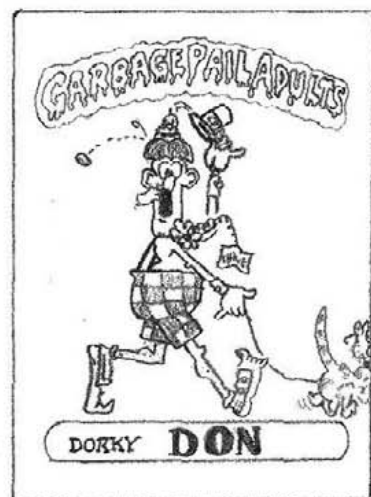
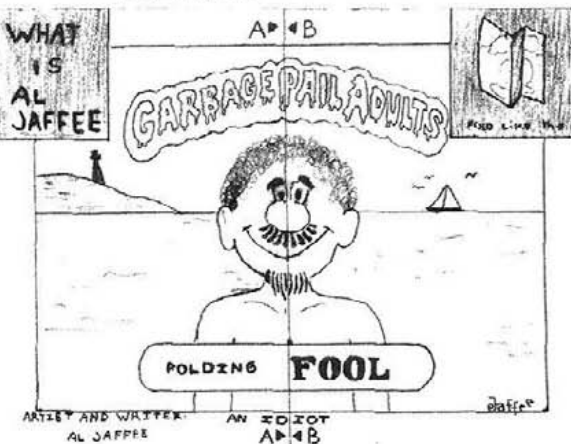
I found your tips in the "Home Fu" article more helpful than my training in Tae Kwon Do!

Philip Chang
Mobile, AL

Okey Dokey!—Ed.

THE USUAL GANG OF GARBAGE PAIL IDIOTS

Paul Madonna of Baden, PA sent us three sketches of some "Garbage Pail Adults" we missed in MAD #265!! Thanks, Paul!



GARBAGE PAIL MAIL

Enclosed is a picture of one "Garbage Pail Adult" you forgot to mention.

Randy Bucknoff *
Old Greenwich, CT



RHYMIN' REAGAN

"The Reagan" in MAD #265 made my day. I love the caricature by Gerry Gersten. The whole thing was a welcome surprise. I'm sure if Poe was still around, he would have written the same thing. After all, he was a horror author, wasn't he?

Dave Lacombe
Plainfield, VT

MADMEN RETURN

Talk about "deja vu"! This looks like the 50's again! The best move MAD has made in a long time is wooing artists Will Elder and Harvey Kurtzman back to E.C. Publications. Please don't let them stray again!

Daniel A. Wilder
Saluda, SC

MORON MAIL

I love your moron mail. Some people say such stupid things it is unbelievable. Do they think they're funny? And those snot-nose people who write, I love the quips you put under their letters. They deserve it. How stupid can some people get?

Ellen A. Whitman
Stamford, CT

We think you just answered your own question.—Ed.

Congratulations on surviving so long without the benefit of advertising! It's just you and *Consumer Reports*. In a way, you're a lot alike!

J.F. Sanders
Ridgefield, CT

Yeah, we both print letters sent in by pin-heads!—Ed.

**Please Address All Correspondence To:
MAD, Dept. 267, 485 MADison Avenue
New York, New York 10022**

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped envelope!

SAVE MONEY AND RECEIVE FREE GIFTS! WHEN YOU SUBSCRIBE TO

AN INCREDIBLE OFFER FROM MAD PUBLISHER
WILLIAM M. GAINES
"THE CHEAPEST MAN IN THE WORLD"

With a
40-Issue
Subscription
You
SAVE
\$11.25

GET
THE
DON
MARTIN
BIG
BOOK



AND
Two FREE
DON MARTIN
Paperbacks
And Two
FREE MAD
Paperbacks
Of Our Choice!

With A
24 Issue
Subscription
YOU SAVE
\$5.65

PLUS!
Get 6
FREE MAD
Paperbacks
Of Our Choice!

With An
8 Issue
Subscription
YOU SAVE
A Big Fat Nickel!

PLUS!
Get 2
FREE MAD
Paperbacks
Of Our Choice!

485 MADison Avenue **MAD** New York, New York 10022

☐ I enclose \$42.75* Please send me the next 40 issues of MAD...PLUS THE DON MARTIN BIG BOOK AND TWO DON MARTIN PAPERBACKS AND TWO MAD PAPERBACKS ABSOLUTELY FREE!

☐ CHECK HERE IF RENEWAL

☐ I enclose \$26.75* Please send me the next 24 issues of MAD...PLUS 6 FREE MAD PAPERBACK BOOKS!

☐ I enclose \$10.75* Please send me the next 8 issues of MAD...PLUS TWO FREE MAD PAPERBACKS!

NAME _____

ADDRESS _____

CITY _____

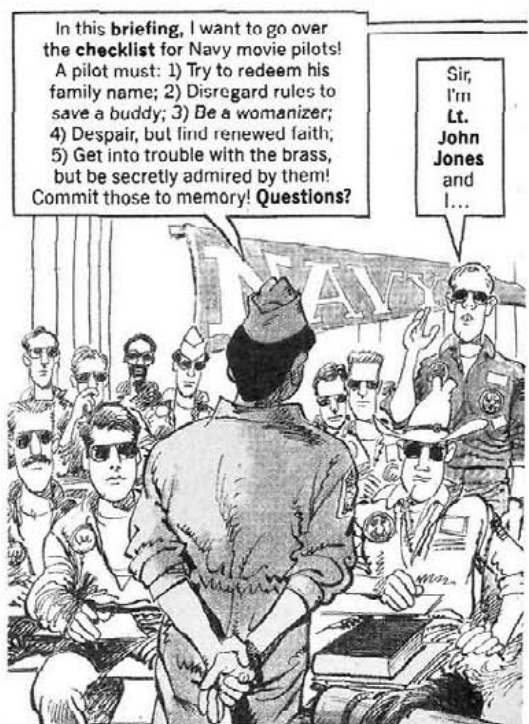
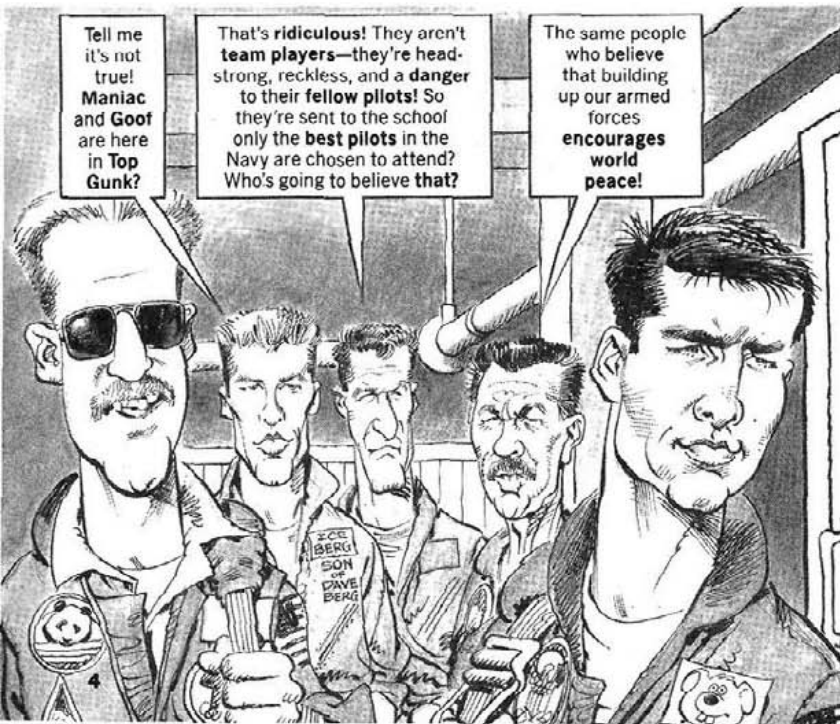
STATE _____ ZIP _____ FAVORITE FRUIT _____

*Outside U.S.A. (including Canada) \$13.75 for 8 issues or \$33.75 for 24 issues or \$51.75 for 40 issues in U.S. Funds payable by International Money Order or check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED.

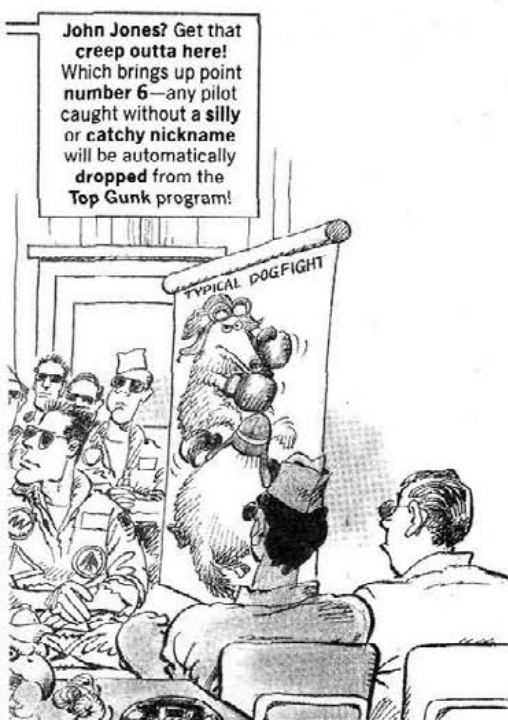
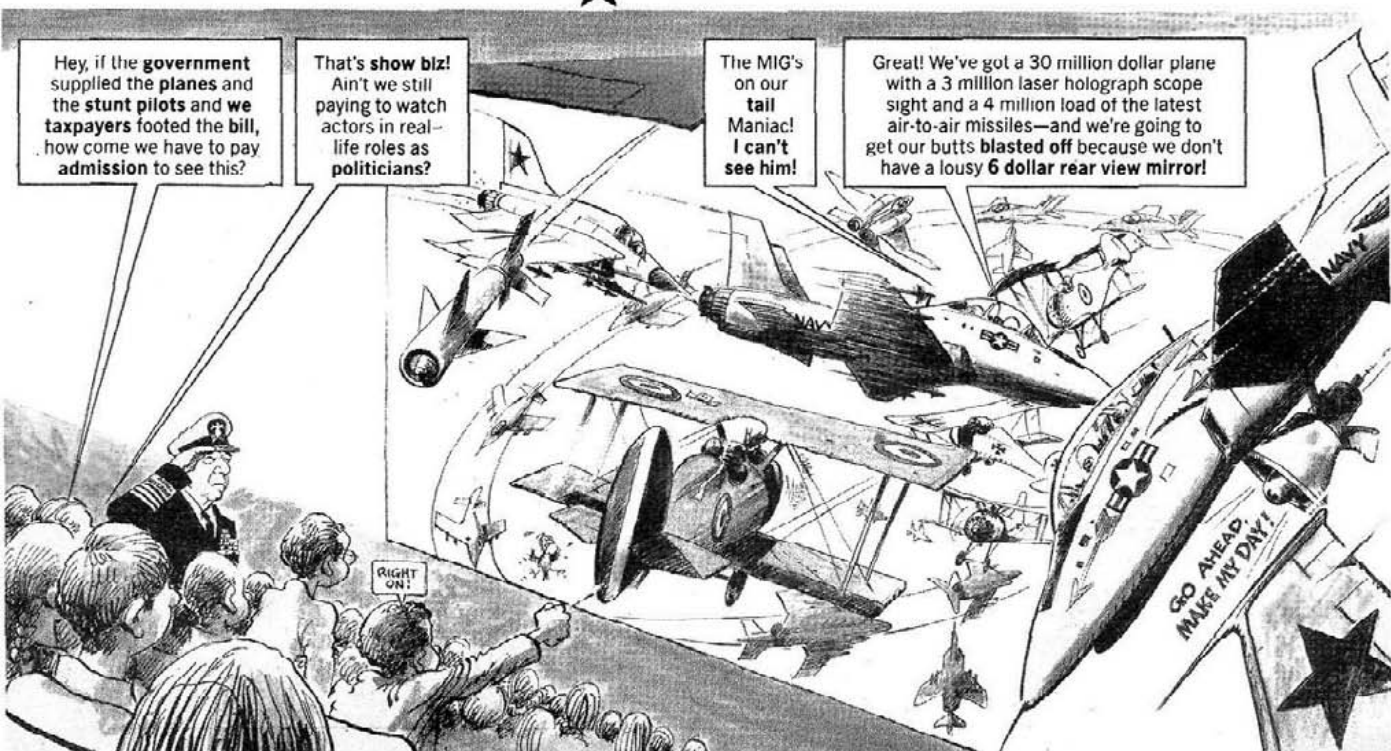
What does Hollywood do when the teenage stars of their sludge movies grow too old to play teenagers? Easy! They make movies about over-the-hill teenagers and hope the sludge can rise to the level of...

ARTIST: MORT DRUCKER

WRITER: STAN HART



TOP GUNK



There are a few **rules** you have to remember to become successful Navy movie pilots! You must:

- 1) Smile 90% of the time and hold back tears the other 10%;
- 2) Have a close friend who gets killed;
- 3) Never appear on screen without being sweaty;
- 4) Meet an old buddy of your dad's who "really loved him";
- 5) Be afraid to make an emotional commitment to a woman!

But Sir, there are no **women** here in **Top Gunk** ...

Which brings us to number 6—Accept **without question** that the country's **foremost aerial combat expert** is a young lady who's never been in a plane in her life! Inability to accept these and all other clichés thrown at you is tantamount to **failing Top Gunk training!** Dismissed!

MIQ DONALD'S

TOP SECRET

How come she's the instructor instead of a **veteran Navy pilot**? What **experience** does she have?

They say she's **logged over 300 hours!**

Really?

Yeah! She saw "An Officer and a Gentleman" **165 times!**

Besides, there's gotta be **some** kind of **love interest** for Maniac!

Love interest? Who's gonna believe that? She looks **old** enough to play **Maniac's mother!**

You know it! I'm glad I play an "Ice Berg" so I don't have to **make out** with her!



Why do you try to be such a **hot shot**? What are you trying to **prove**?

That I can be the kind of man my **father** was! He was a fighter pilot, too!

What happened to him?

No one knows! He **flew off into the clouds** one day and was never heard from again!

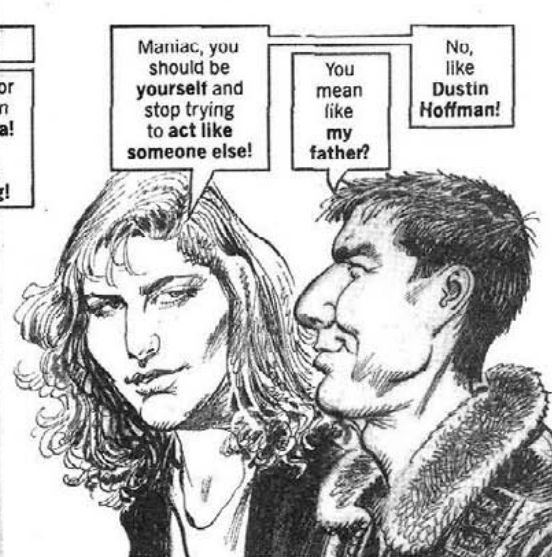
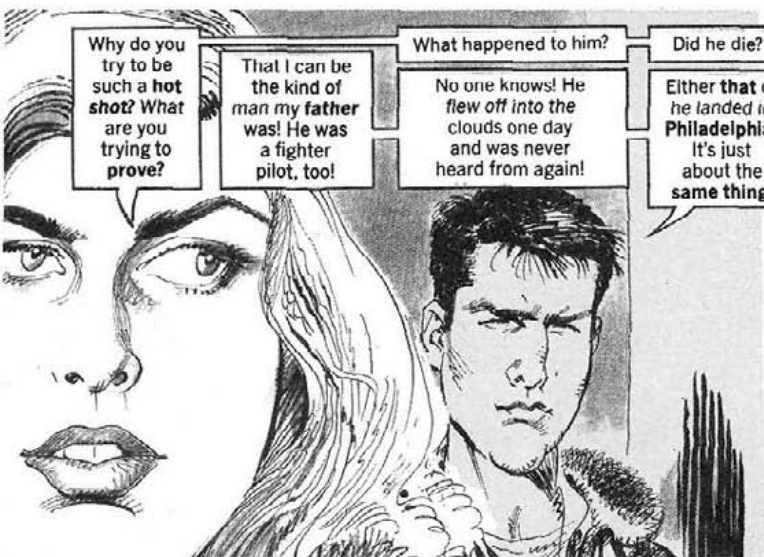
Did he die?

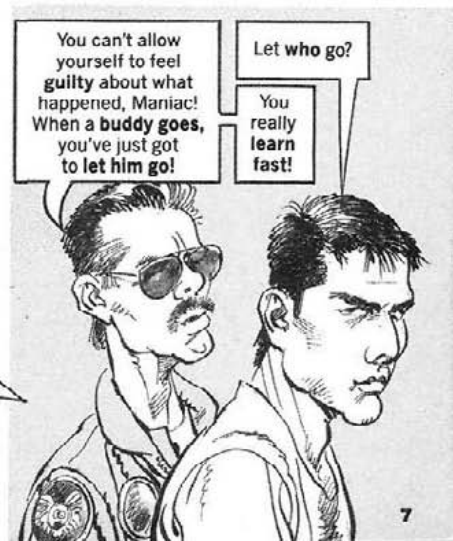
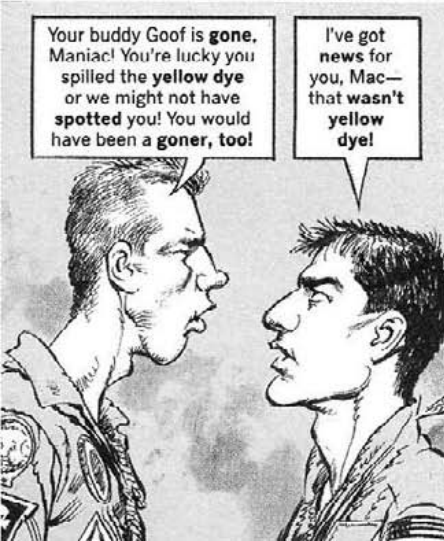
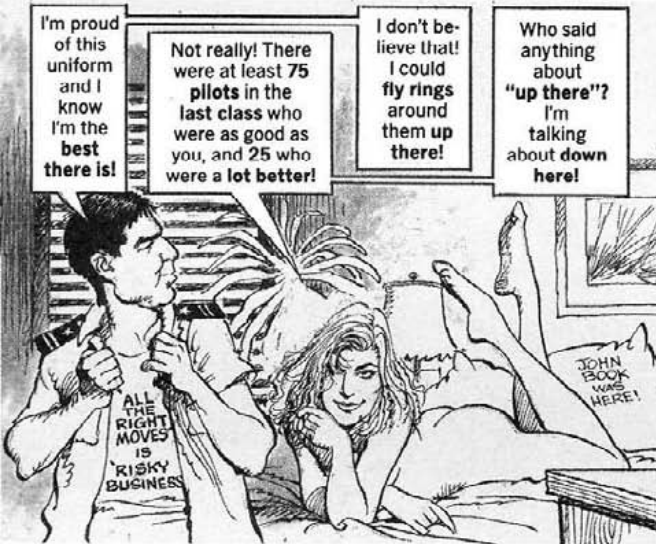
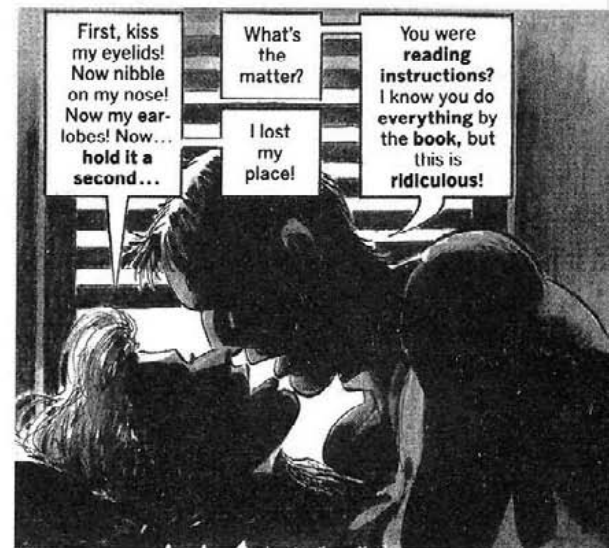
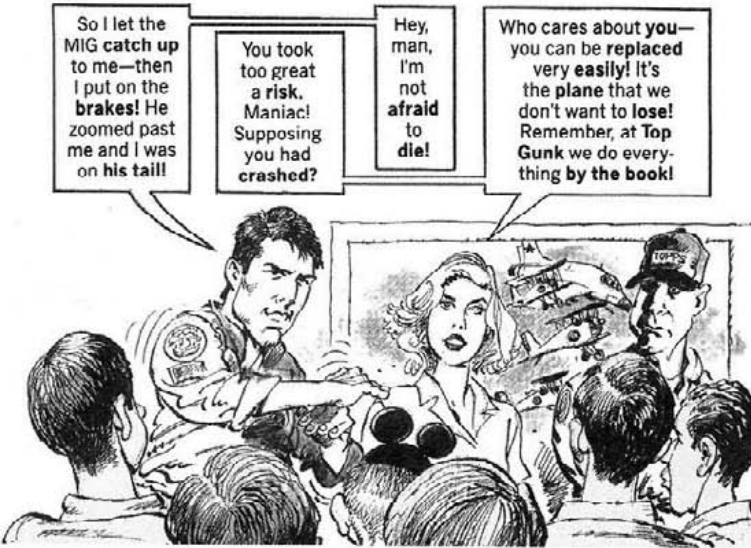
Either **that** or he landed in **Philadelphia!** It's just about the **same thing!**

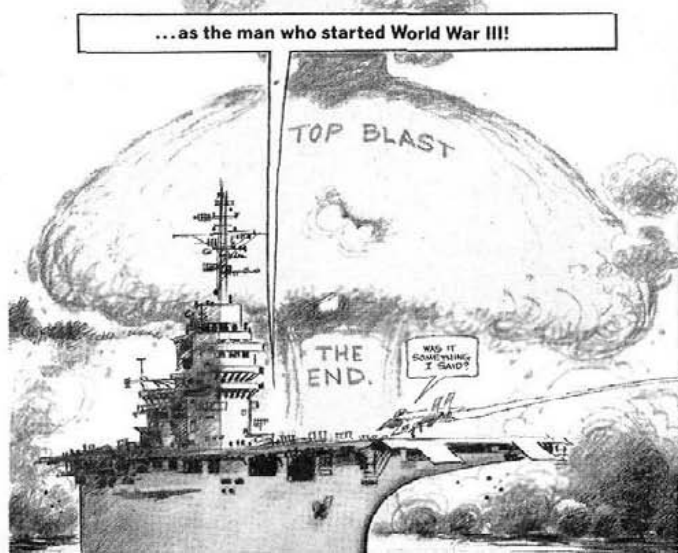
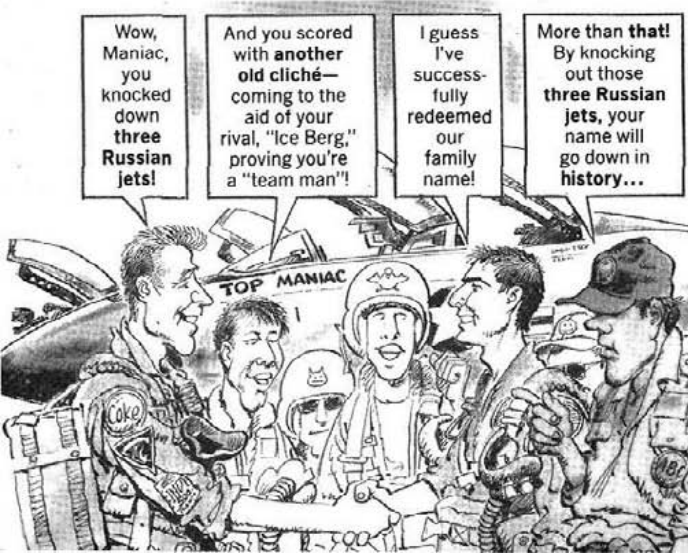
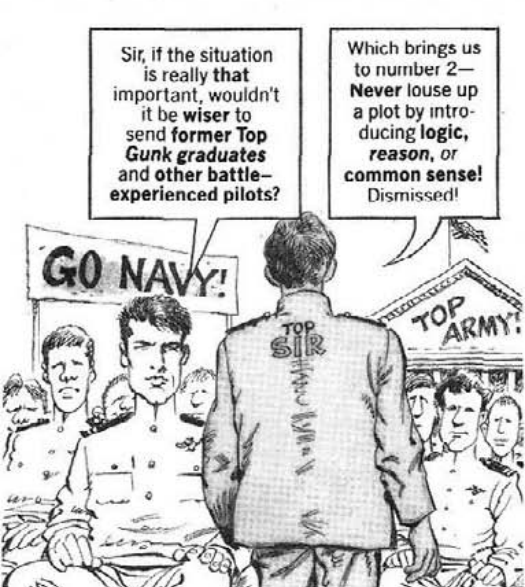
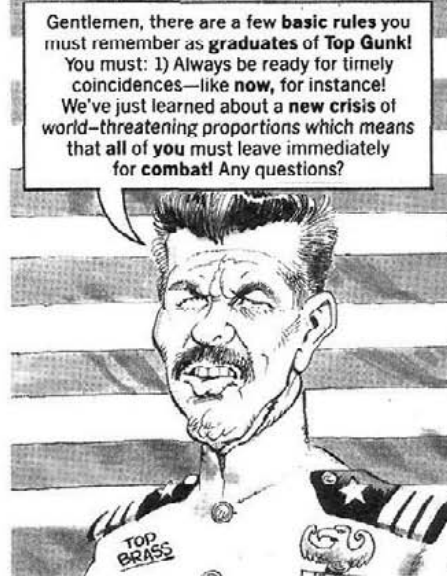
Maniac, you should be **yourself** and stop trying to **act like someone else!**

You mean like my **father?**

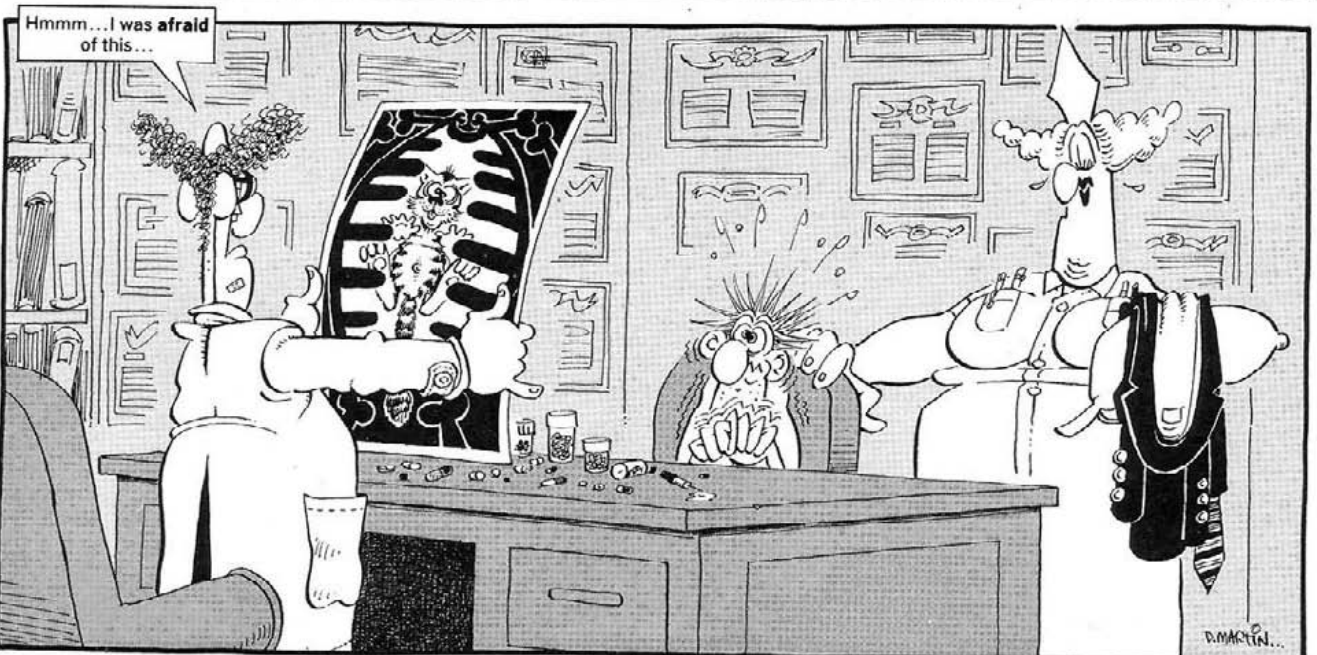
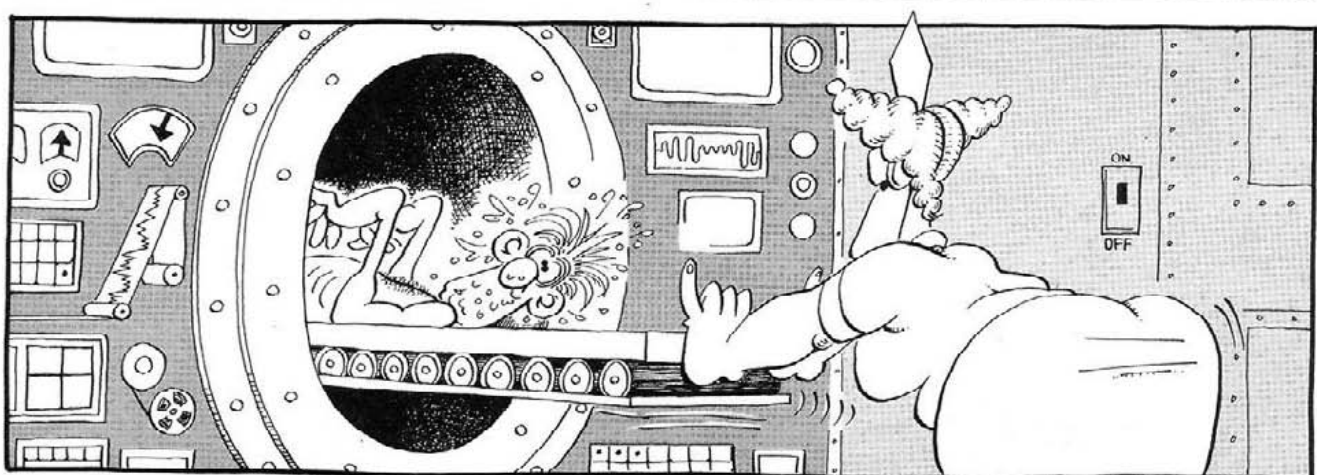
No, like **Dustin Hoffman!**



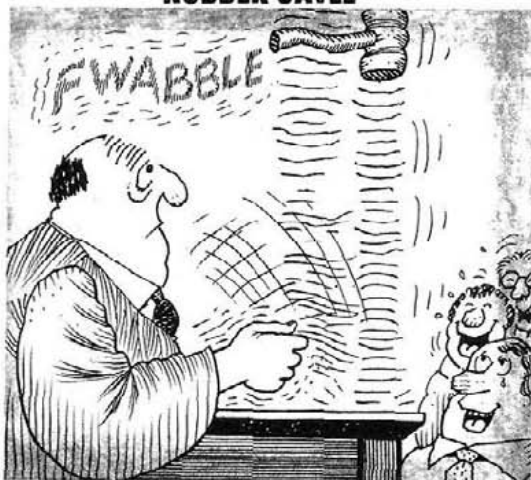




Early One Morning at the Hospital

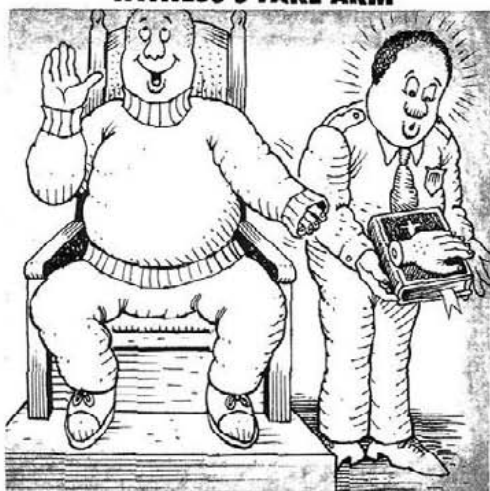


RUBBER GAVEL



There's sure to be plenty of disorder in the court when his honor embarrasses himself with this very silly device!

WITNESS'S FAKE ARM



This life-like rubber limb will give any court officer a coronary when it comes loose during swearing-in!

STENOGRAPHERS' VANISHING INK



The fur will fly when a judge asks for some key testimony to be read and finds not one word of the trial was recorded!

...AND JEST IS FOR ALL DEPT.

A courtroom is a place where everything is supposed to be very serious. The judge, jury, attorneys and court officers have no time for fun while they're

MAD'S PRAC CATALOGUE FOR

ARTIST: AL JAFFEE

WHOOPEE JURY BOX



It's the jury who will be on the spot, not the defendant, when they sit down after a long deliberation. They'll be so embarrassed there's no way a "guilty" verdict will be returned!

EVIDENCE-ON-A-STRING



You'll enjoy punching a hole in the credibility of any prosecuting attorney who tries to grab a piece of potentially damaging evidence. He'll be the laughing stock of the Bar Association!

JOY BUZZER BIBLE



Witnesses will be swearing when you swear them in with 500 volts of electricity, and that's the truth, the whole truth and nothing but the truth!

entangled with all the legal rigmarole. The truth is courtrooms are BORING!
But they never have to be again! Now you can get legal laughs easily with...

TICAL JOKE COURTROOMS

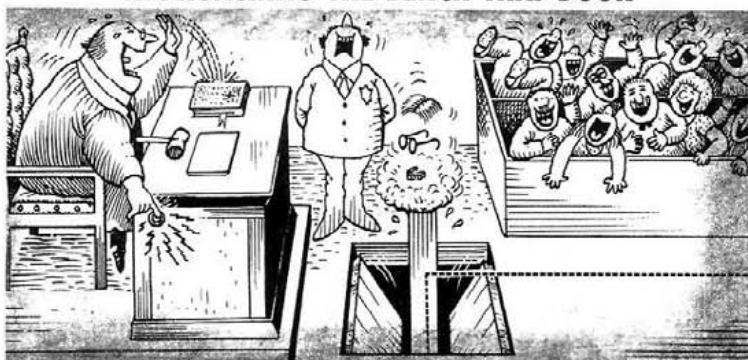
WRITER: DESMOND DEVLIN

INFLATABLE SURPRISE WITNESS



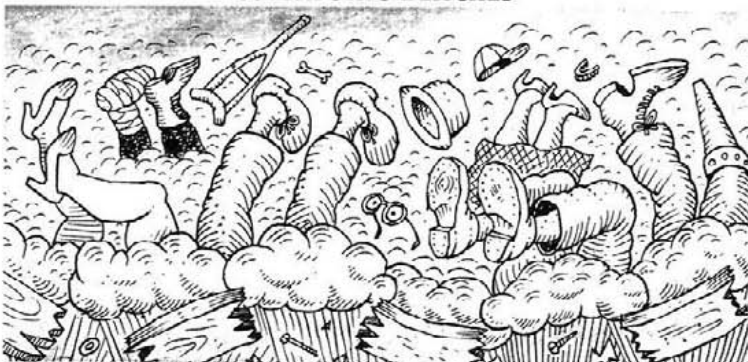
When the District Attorney introduces his "surprise witness" there's sure to be a hush in the courtroom and a hiss in the courtroom courtesy of this air filled polyurethane laugh-getter!

APPROACHING-THE-BENCH-TRAP DOOR



Now when the judge asks someone to "approach the bench" it may not be to discuss the case. An unsuspecting lawyer can find himself dropped into the dark recesses of the county court building!

COLLAPSING BENCHES



There'll be gobs of guffaws in the courtroom when spectators who came to be entertained by the misfortunes of others take a tumble on one of these specially rigged novelties!

ROBE WITH NO OPENINGS



Justice is blind and so is a judge who slips into a robe without openings for his head or arms. One size fits all!

KRAZY GLUE COURT TRANSCRIPTS



The charges may not always stick but these aggravating court transcripts sure will!

F. LEE BAILEY MASK



Shake up any opposing attorney by making him think he's got to match wits with America's most respected trial lawyer!

SCHLOCK AROUND THE ROCK DEPT.

A MAD PEEK BEHIND MUSIC

ARTIST: JACK DAVIS

WRITER: MIKE SNIDER

I just finished the books. We're 2 1/2% over budget.

Damn! Well, see if you can "play with" the figures.

To bring them down?

Are you nuts?! To bring them up! People in this business have no respect for a video unless it's 20% over budget!

Do you think the drummer's facial tic is gonna show up on camera?

Don't worry! If this video's a hit, half the kids in America will be imitating it because they think it's "COOL"!

They're lip-syncing the song to a studio tape?! Why don't they sing it live?

'Cause, without a million dollars worth of recording equipment, these guys sound like four Chihuahuas in heat!

Stand back, he's one of the most important people in the entire music biz!

I just read the script. This video makes absolutely no sense at all!

Wow! Who is he, some bigwig record exec or producer?

No! He's a drug supplier!

Yeah! It's nice when things go right for a change!

THE SCENES AT A VIDEO



What's your job here?

I'm an Associate Producer.

No kidding, so am I! Which member of the band are you related to?

Who had this studio before us?

Prince.

Ah-hah!! That explains the purple toilet paper in the john!

Didja hear about Twisted Sister's new video? Three Dead and Eight Wounded!!

Is that the title?

No, that's the body count on the set!

The actual number of Michael Jackson's relatives with videos of their own!

What are they betting on?

\$10 says it's "35"!

No! I'm sure it's "49"!

I'll bet \$5 on "27"!

A stabbing, two shootings, a simulated rape and four car crashes...it just doesn't seem right for a love song!

What if we added a few more stabbings and a nuclear explosion?

I get the feeling music videos still don't take women seriously.

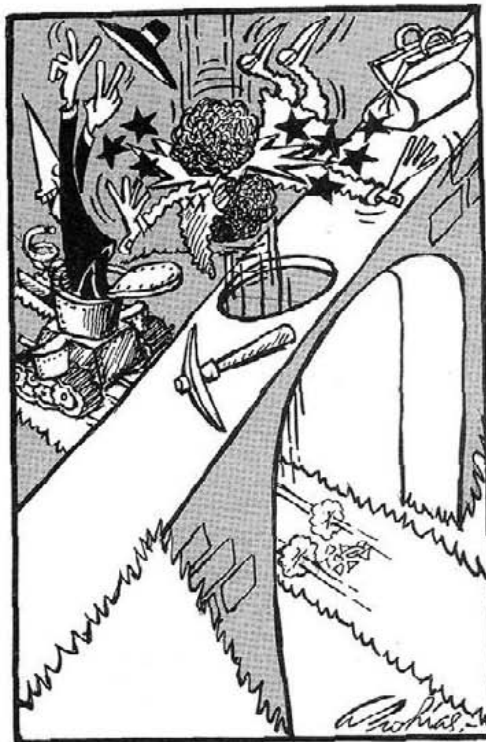
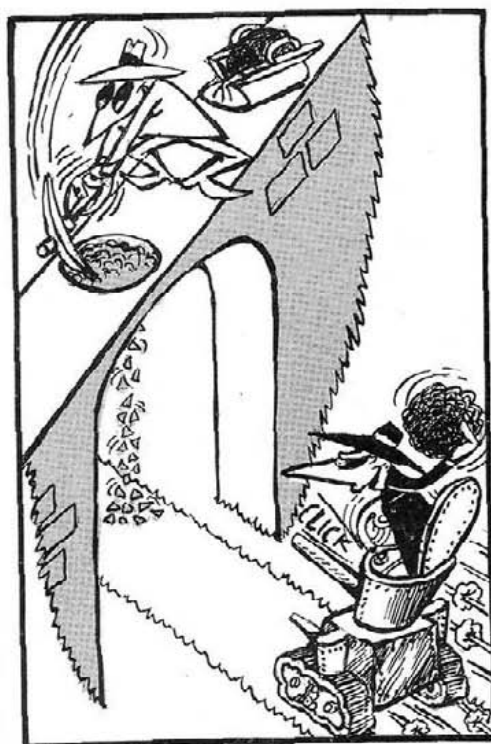
Hey! These chickens are still alive!

That's the last time I hire a caterer recommended by Ozzy Osbourne.

Now you're talking!

What makes you say that?

I'm listed in the script as "Breast #3" and "Breast #4"!

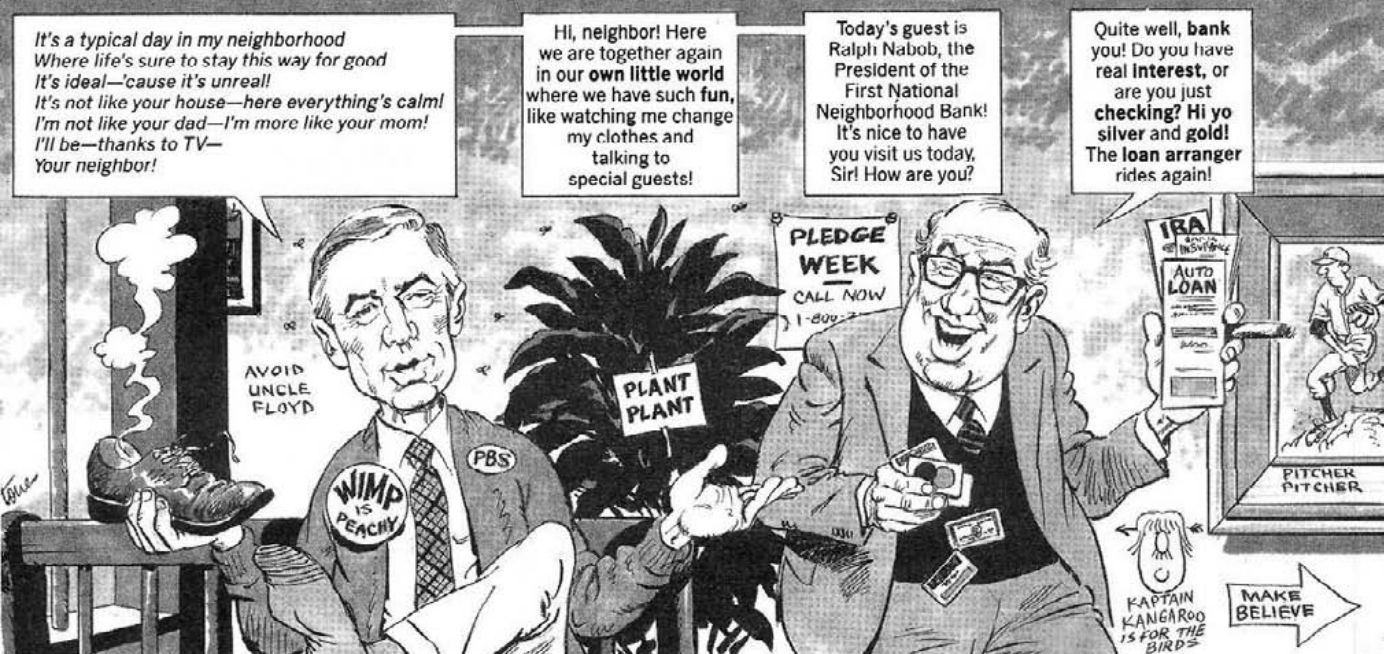


Everyone

What do you get when you cross mutual funds, T-bills, mortgages and Keough plans with some crude puppets, a few sappy songs and a host who talks like a ten-year old? You get...

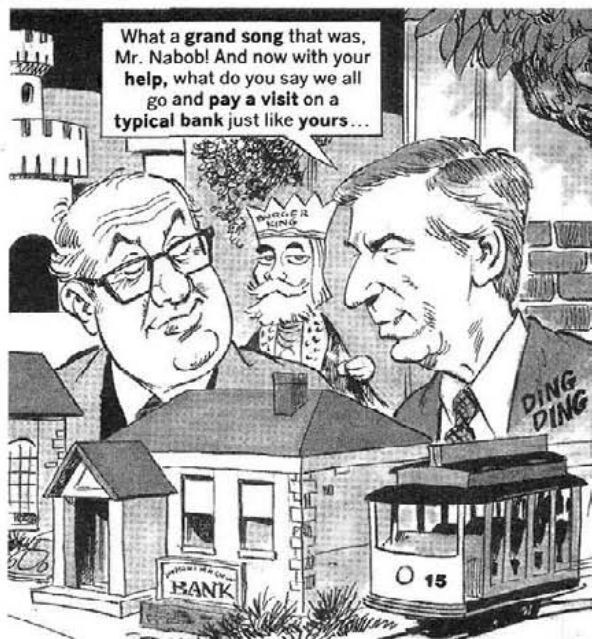
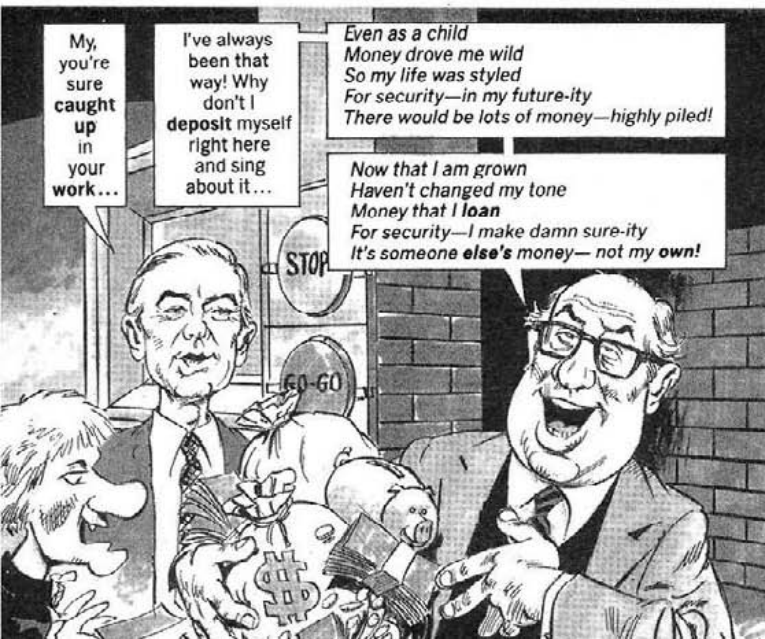
MR. JOLLY ROGERS' NEIGHBORHOOD

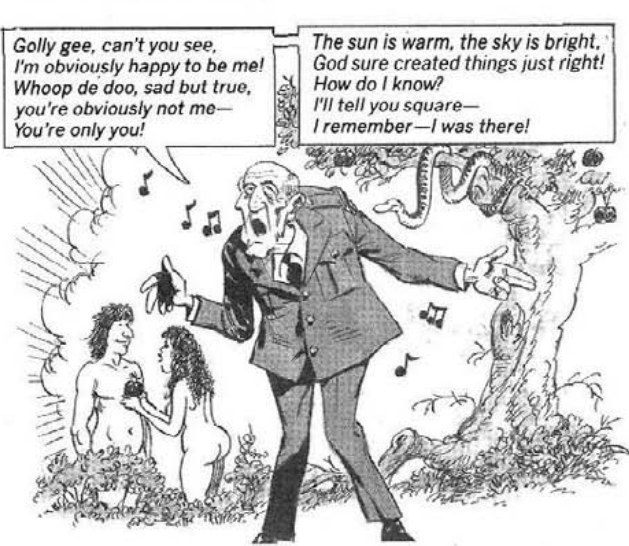
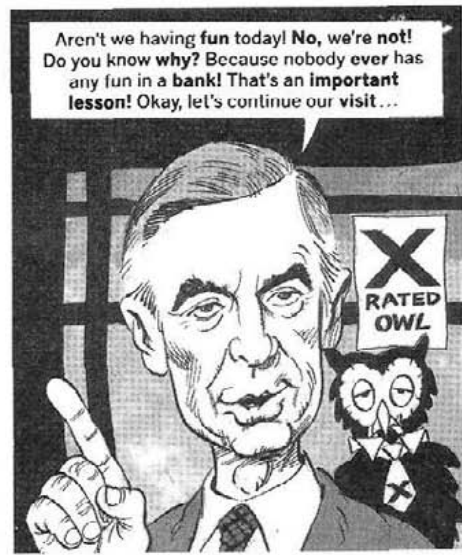
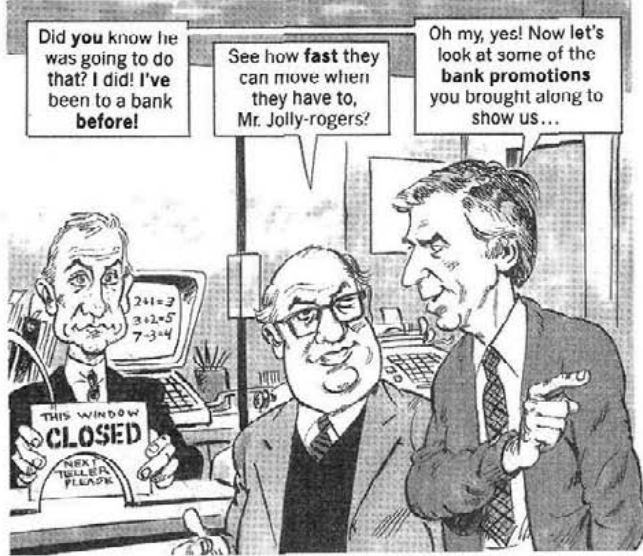
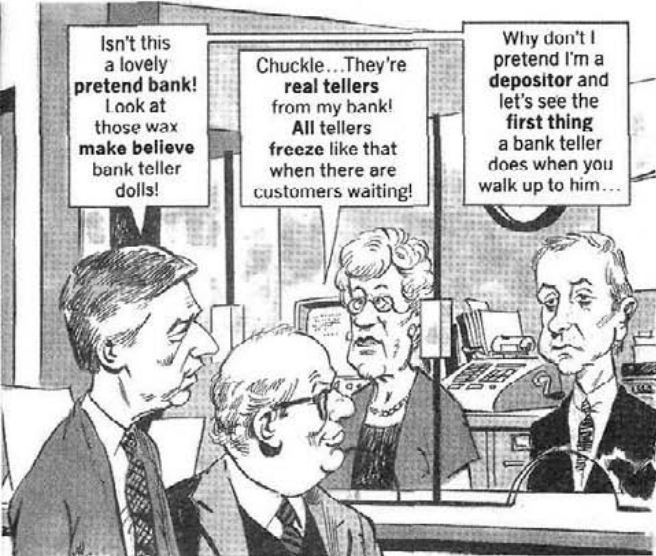
VISITS A LOCAL BANK

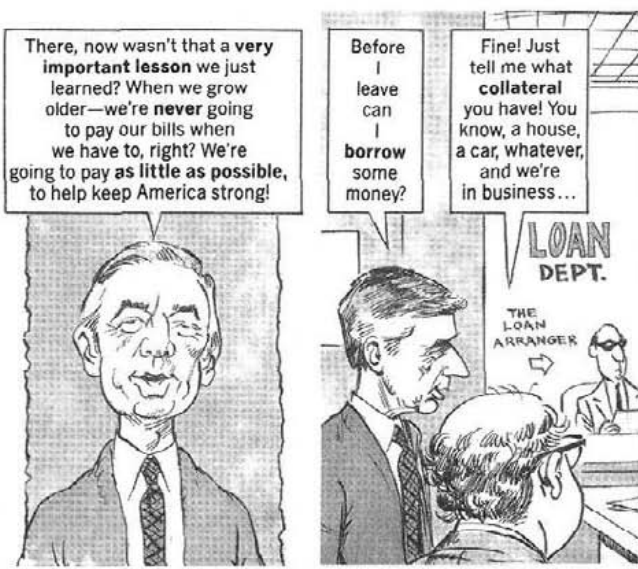
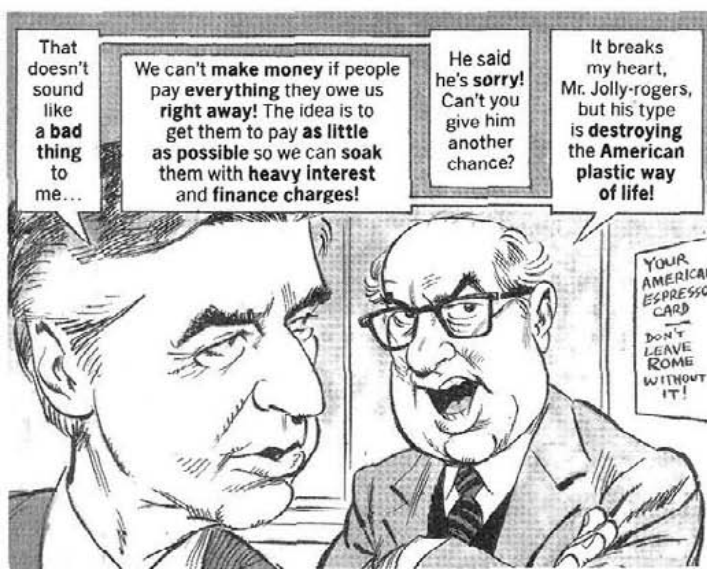
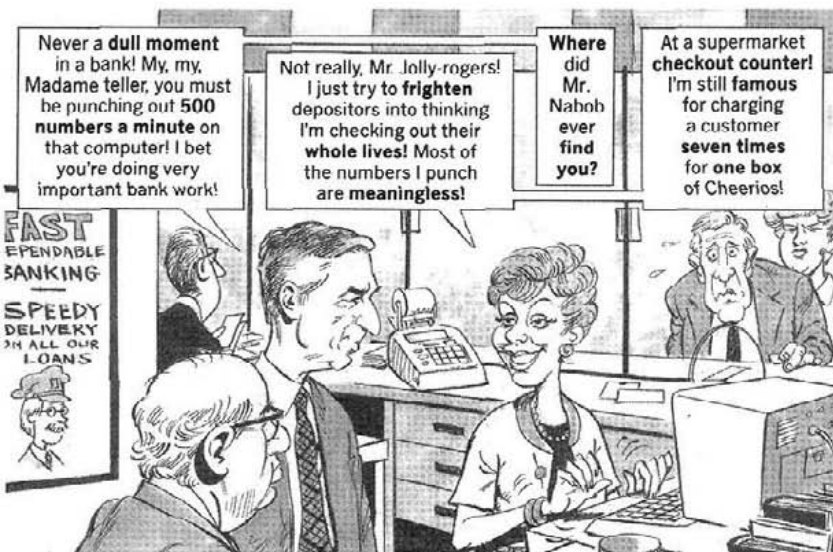
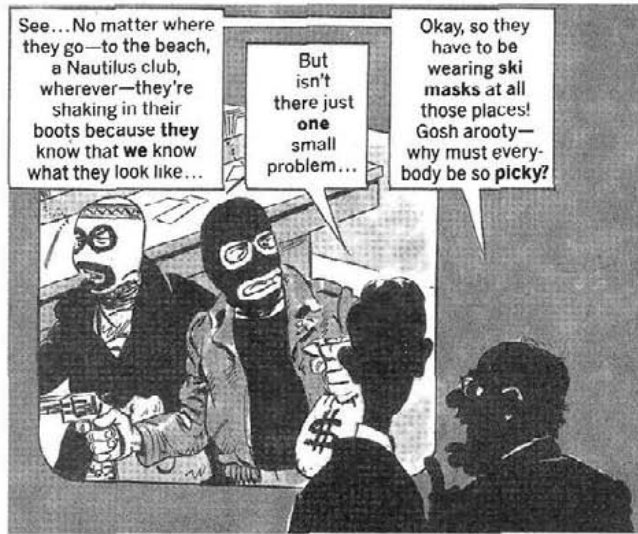
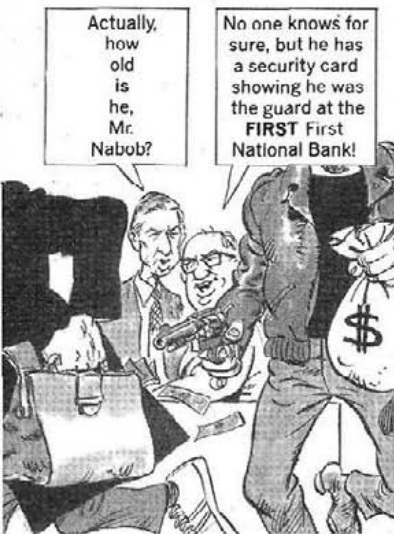


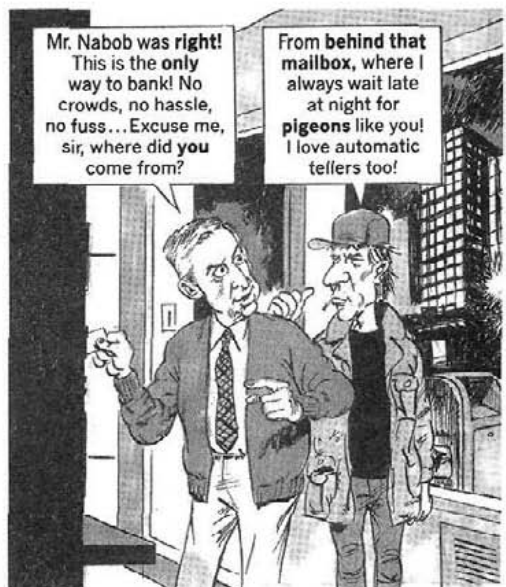
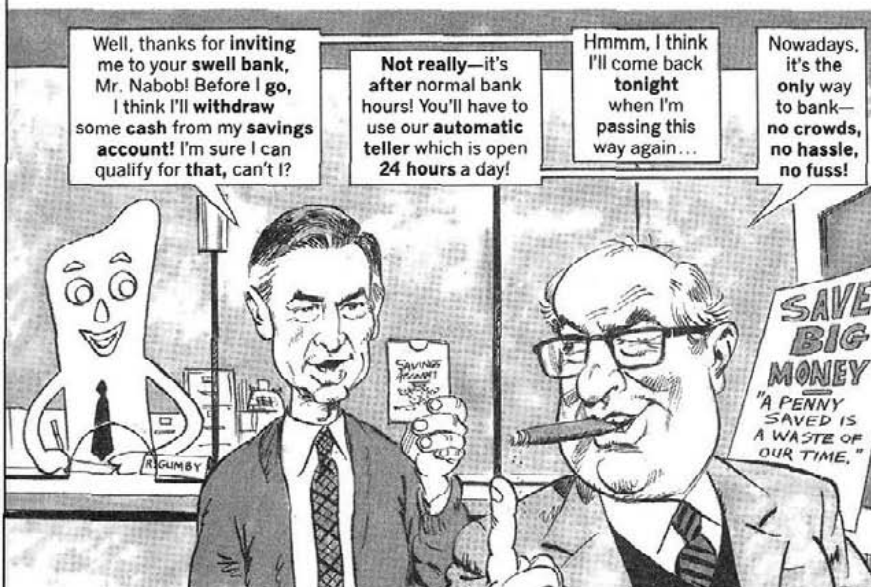
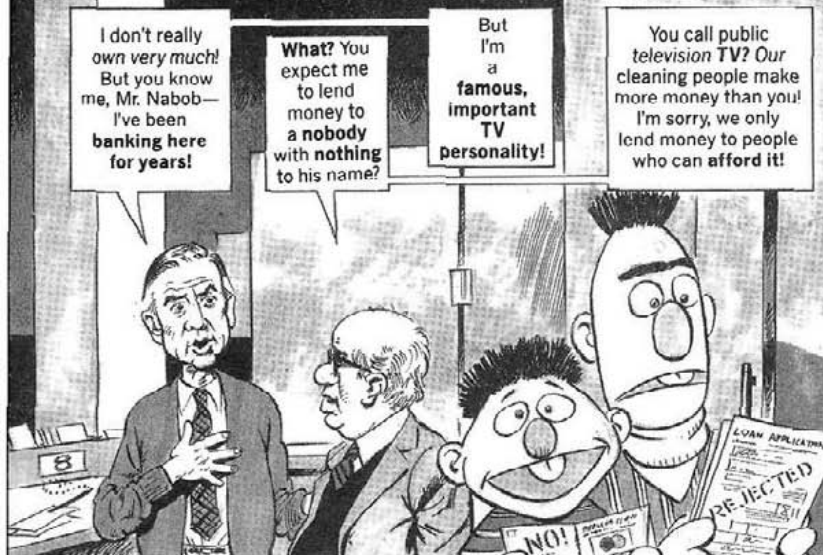
ARTIST: ANGELO TORRES

WRITER: LARRY SIEGEL









HORRIFYING CRIME CLICHES...



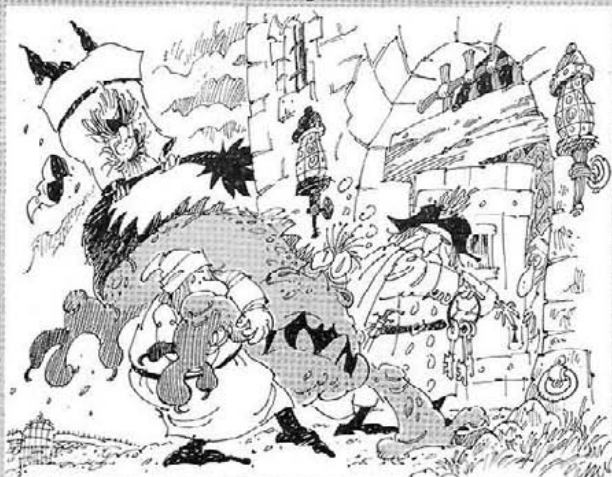
ARTIST: PAUL COKER

WRITER: FRANK JACOBS

Packing A ROD



Committing A FELONY



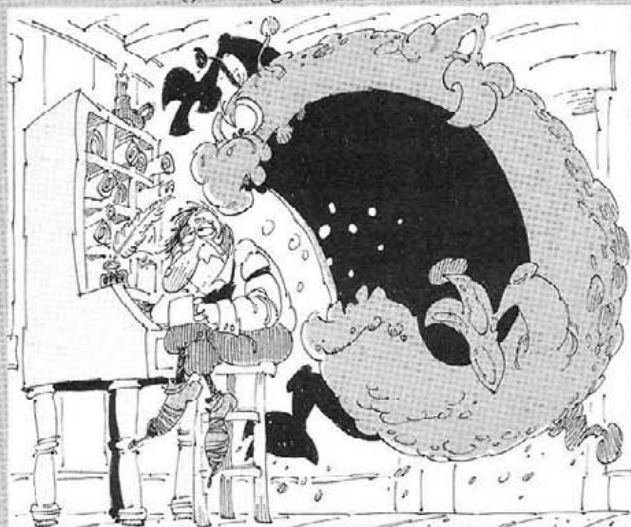
Running A RACKET



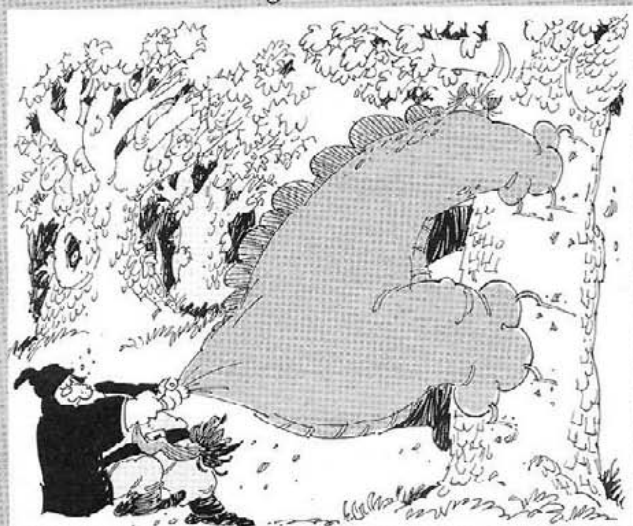
Putting Out A CONTRACT



Ignoring A SUMMONS



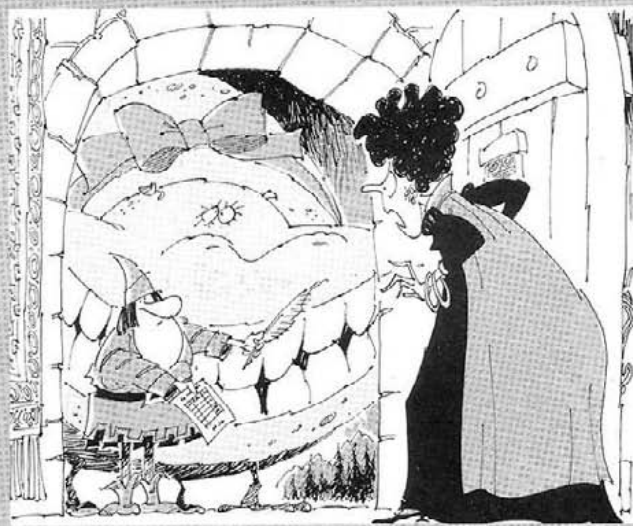
Pulling Off A CAPER



Impaneling A JURY



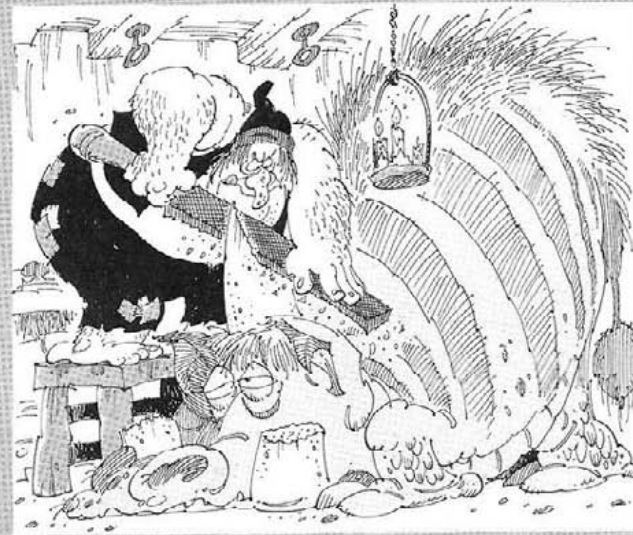
Delivering A VERDICT



Getting Off With An ACQUITTAL



Filing An APPEAL



Ducking A WARRANT



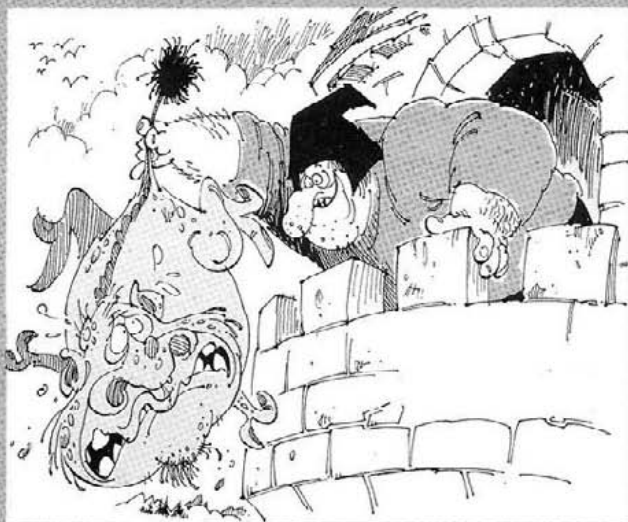
Copping A PLEA



Beating A RAP



Suspending A SENTENCE



Overturning A CONVICTION

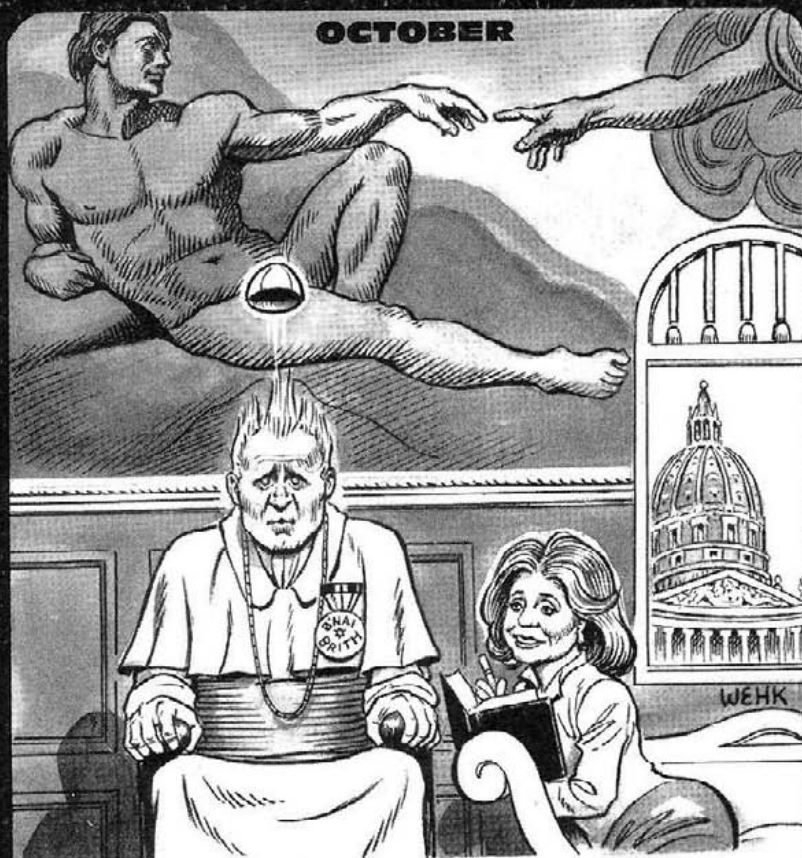


Serving A STIFF TERM



MAD'S FEARLESS FC UPCOMING

ARTISTS: WILL ELDER AND HARVEY KURTZMAN



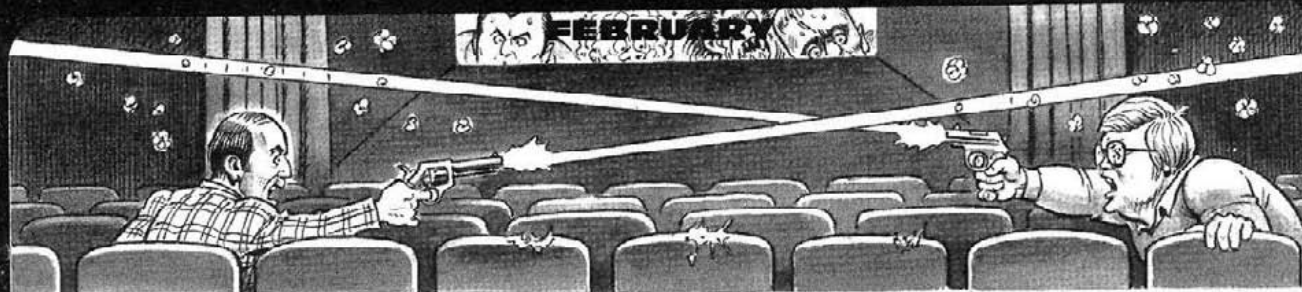
Barbara Walters will win an Emmy nomination in the category of "Best Comedy Performance" after candidly asking His Holiness the Pope if he considers himself to be an international sex symbol.



Prince's first TV special will fare poorly in the ratings after the reclusive rocker sends his body guards to every home in the US to make sure no one is staring at him.



PBS will start its 24-hour, 35-year fund-raising drive with guest host Dick Cavett threatening to hold his breath and turn blue if people don't send in their money.



Gene Siskel and Roger Ebert will exchange gunfire on the air after arguing over whether to give the new Sylvester Stallone movie "thumbs up" or "thumbs down."

PRECAST FOR THE TV SEASON

WRITER: BARRY LIEBMAN



ABC will issue a press release flatly denying that its new fall schedule is already in trouble. The release will maintain that network executives normally like to play Russian Roulette on a sixteen-story window ledge.



The Reverend Jimmy Swaggart will get lockjaw in front of millions of television viewers, thereby proving conclusively the existence of a just and benevolent God.



James "Pops" Kane of Staten Island, New York will become the first man ever to get "the chair" on *People's Court*.



CBS will unsuccessfully try to boost the ratings for the President's State of the Union Address by calling it "Presidential Bloopers, Blunders and Stupid Mistakes."

"Experts" say there was no damaging effect to the surrounding area when radiation accidentally

THE THREE MILE ISLA



leaked out at the Three Mile Island nuclear reactor. We're not so sure. Look what we found at...

ND CHILDREN'S ZOO

ARTIST AND WRITER: TOM HACHTMAN



CLOCK WATCHING



BERG'S-EYE VIEW DEPT.

THE LIGHTS

FIDELITY



FINANCES



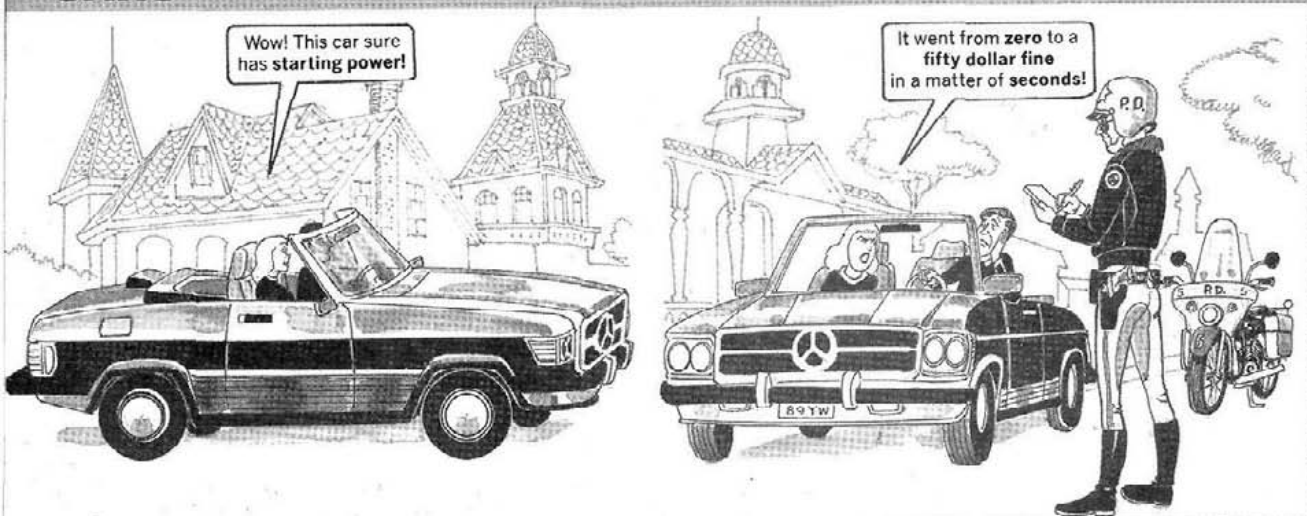
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

INSECTS



CARS



BRAGGING



GIFT-GIVING



ON-THE-JOB TRAINING



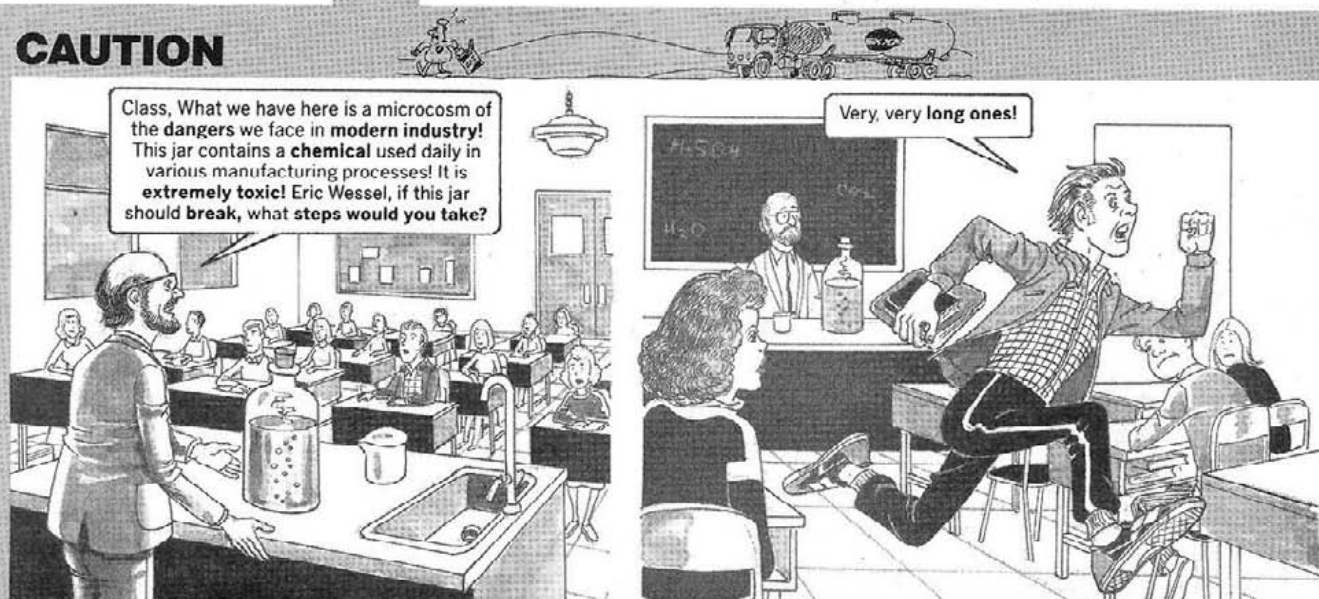
POPULARITY



FADS



CAUTION



HOT WEATHER

Nick, didn't you say you were going to mow the lawn today?

Are you kidding? Gimme a break, Meg, it's 90 degrees out there!

You feel it more when you just sit around and complain about it!

You're right! I'll concentrate on something else and forget about the heat!

I'll go play some tennis!



KNOWLEDGE

I've been looking through this book about how things work and how things grow and so many other things I don't know anything about!

Just be patient, son! In just a few more years you'll be a teenager like your brother Bernie...

Then you'll think you know everything!



DOCTORS

This is a prescription for a new formula on the market that supposed to be very effective in the treatment for your condition!

Take one tablet three times a day for two weeks! Then call me and let me know how you made out and whether there were any side effects!

I will, Doctor, and I want to express my gratitude for all the personal interest that you've shown me!

My best friend has the same condition and I'd like to know how this stuff works before I prescribe it to him!



TOO STEEP, PER CHANCE TO REAM DEPT.

FALL SINGLE
ISSUE
PRICE
\$100.00
CHEAP

THE DEFENSE CONTRACTORS' CLEARINGHOUSE CATALOG

GENERAL
PUBLIC
DIVISION

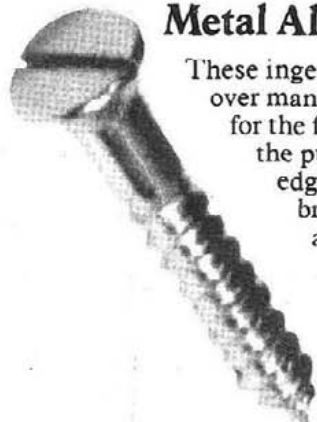
ARTIST: BOB CLARKE

WRITER: JOHN RIOS



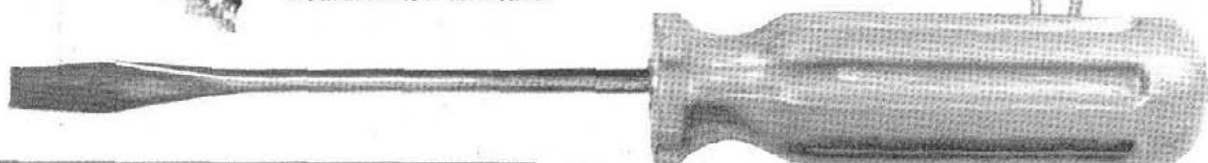
MAN OF THE YEAR
Secretary Of Defense Casper Weinberger

Metal Alloy Hammerless Brads Stock #461945



These ingenious brads were developed and perfected over many years of extensive scientific research. Now, for the first time ever, they are being made available to the public at an unbelievable low, low price. Any flat-edged utensil may be used to insert these hammerless brads. Simply place the flat-edged utensil in the slot and turn the brad clockwise to insert. Reverse the procedure if it ever becomes necessary to remove the brad. They're reusable and they last a lifetime.

Price: \$100.00 per gross. Also available in discount volume lots of 100 grosses at \$75.00 per gross. Offer limited! Act now and save!



Flat-Edge Hammerless Brad Inserter/Extractor Stock #461923

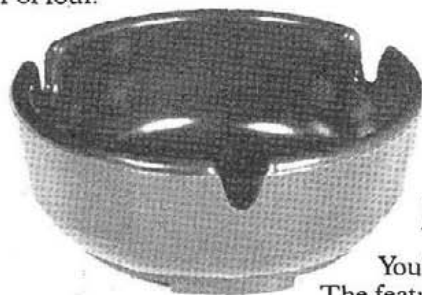
Why wrack your brain searching for a flat-edged utensil to insert a metal alloy hammerless brad? Let us supply you with one at an incredible, give-away price. It has a genuine timber-extracted handle (executive model comes with plastic molded grip—\$100.00 extra) and has a drop-forged metal projection. Indicate whether you want the clockwise or counter-clockwise working model. Or, order two and we'll make sure you get one of each.

Price: \$375.00 each, while supply lasts.

Space Age Photosphere (Previously sold as The Night Neutralizer Orb) Stock #215811

With this revolutionary device you need never again grope around aimlessly in the dark. Just a flick of a switch (sold separately) and you have instant simulated sunlight. Your choice of colors: clear, frosted, blue, green, red and yellow. Available in wattages of 25, 60, 75, 100, 150 and 200.

Price: \$275.00 per Photosphere. Minimum order of four.



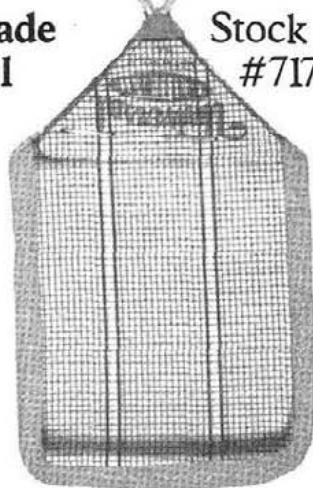
Stock #552628

Fixed Blade Acoustical Equalizer

Stock #717493

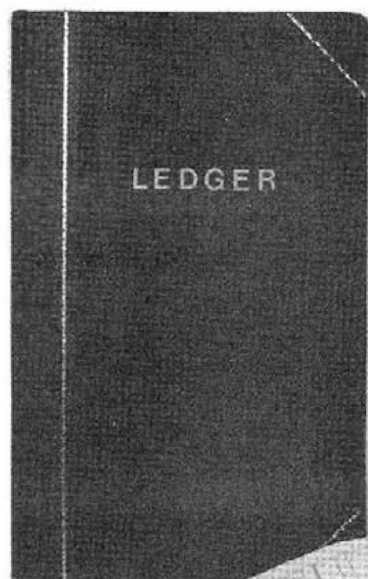
Enjoy the benefit of controlling your atmosphere. No longer will you have to share your surroundings with pesky, buzzing, airborne insects. Forget chemical sprays, foggers and over-priced electronic gadgets. The handle is made of washable metal and the eliminator surface is made of fine woven mesh. One swat and your problems are over.

Price: \$216.00 ea.
(2 for \$400.00).



Magnetic Base Tobacco Residue Receptacle

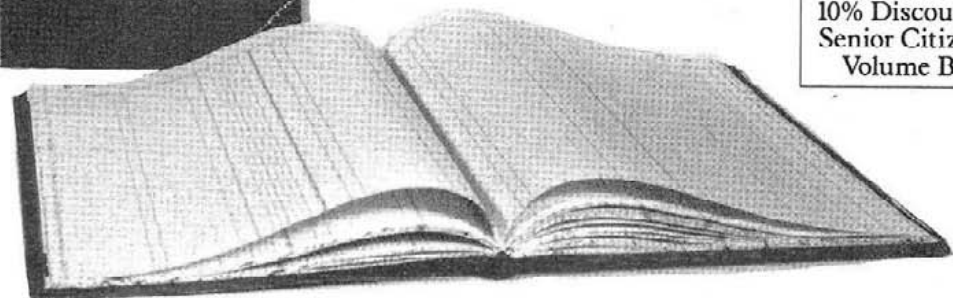
You've seen this look elsewhere costing much, much more. The features are aesthetically pleasing, as well as being entirely functional. The latest dynamic engineering keeps ashes from dirtying your floor and clothing too. Price: \$499.00 (small). \$799.00 (large).



Dual Ledger Pricing Index Stock #101517

Especially if you're due for an audit, you'll want to own a Dual Ledger Pricing Index. One ledger is right on the money down to the last red cent and is perfect for showing to auditors. The other reflects cost overruns, phony overtime put in by fictitious employees, inflated wholesale prices, non-existent parts costs, exorbitant shipping expenses, etc., etc., and is perfect for showing to buyers. Comes complete with instructions, a list of lawyers and a list of countries that refuse to extradite anybody, regardless of their offenses.

Price: \$1050.00, and worth every penny. Trust us.



Special Offer!!
10% Discount To All
Senior Citizens And
Volume Buyers!!

Zero Gravity Lead Dispenser With Lead Eradicating System Stock #517572

Encased in a sturdy barrel of forest-extracted material, this unique writing instrument, formulated of graphite lead, transfers your thoughts onto paper in a matter of seconds. Made a mistake? Nothing to worry about. Our development department has designed a self-contained eradicating system which is conveniently attached to the end of the dispenser. Simply rub your error out and start over again. The lead point never clogs, leaks, or skips while in use. Ideal for writing under zero gravity conditions when a pen won't do.

Price: \$60.00 per box of 10.
Add \$10.00 extra for
factory honing.



Lead Dispenser Honer Stock #517571

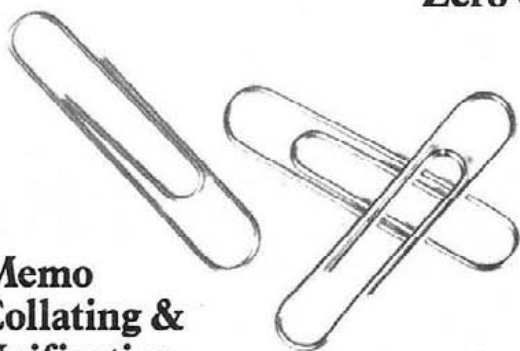
Save! Save!! Save!!! Now you can save big by honing your Zero Gravity Lead Dispensers in the privacy of your own home or office. This complete unit never requires batteries and is so small that it fits in the palm of your hand! Price: \$30.00 each.

Memo Collating & Unification System

Stock #258100

For the ultimate in contemporary features, you can't beat our durable Memo Collating & Unification System. Never again lose the invitations your boss gave you to his son's Bar Mitzvah. Never again misplace the airline tickets for the junket paid for from the coffers of the Defense Department. You can even link them together to form an elegantly decorative necklace or bracelet.

Price: \$50.00 per box.
\$65.00 per box of
assorted colors
and sizes.



So your true love has just walked out on you and you're feeling kind of low?

THE ADVANTAGES

You can eat smelly and crumbly things in bed...



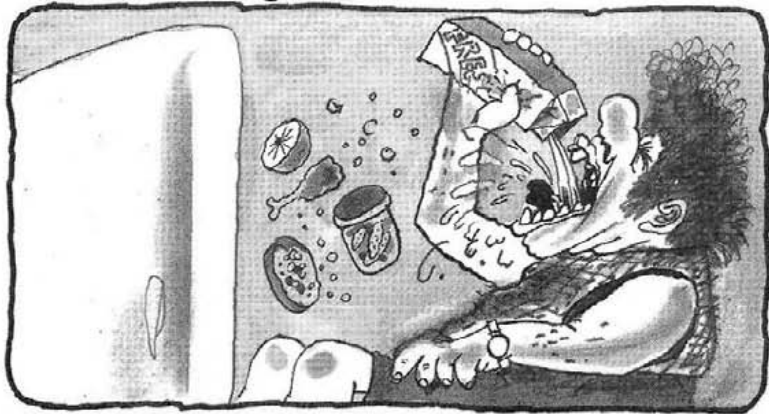
...hang out again with your "creepy friends"...



...take lessons and practice any musical instrument you like...



...drink right out of the container...



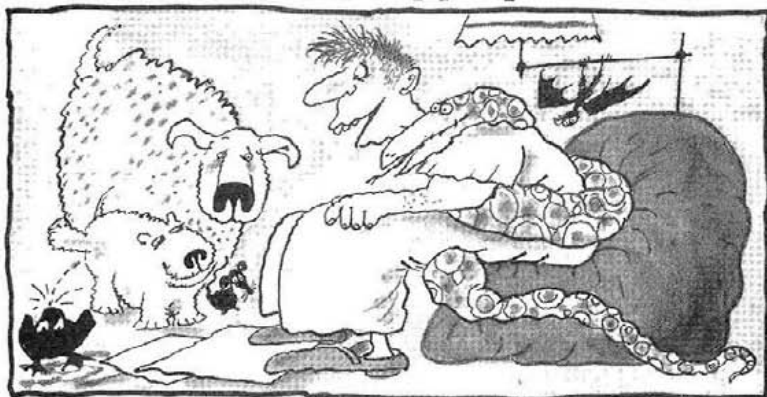
Well, relax! It ain't so bad! You'll see as Mad now presents just some of...

OF BEING DUMPED

...monopolize the phone for the weekend...



...own and enjoy any pet you want...



...use up all the hot water in the house...

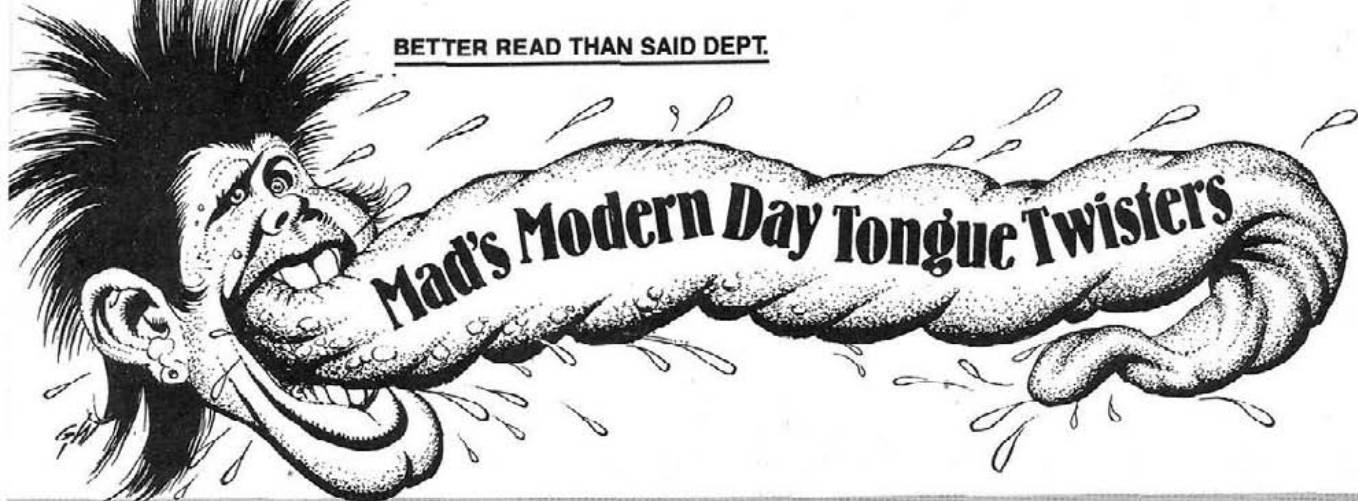


...redecorate the place your way...



...finally agree with your parents!





Comic Cosby Coaxes Coke Consumption

Plummeting Pump Prices Plague Persian Petrol Producers

Youths Seek Truth With Sex Sleuth Ruth

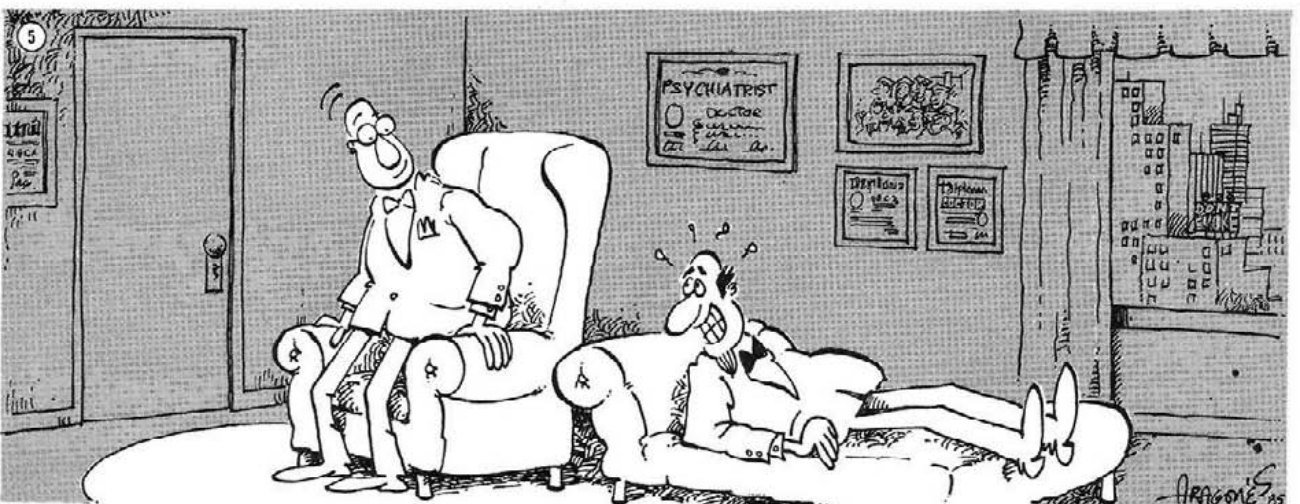
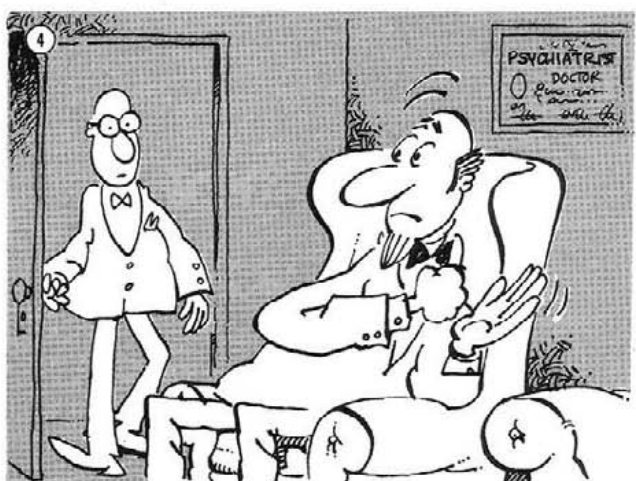
Blonde Baby Boomers Buy Bloomingdale's Blue Baby Bloomers

She Smells Slick Smells By The Seashore

How Much Dope Did The Dope Dealer Deal When The Dope Dealer Did Deal Dope?

Tots Toying With Toxic Toys Get Totaled

HEAD TRIP



And now the
sharp eyes of
MAD take a long
hard look at

Those Ridiculous

little

ARTIST: GEORGE WOODBRIDGE

TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



*The Do-It-Yourself
Emporium is
conveniently located in
the New Glitzy Mall near
East Wuthering Heights.*

THINKING ABOUT IT THIS MUST MEAN...

The location is "convenient" for everyone who lives in the part of East Wuthering Heights that's near the New Glitzy Mall. From 25 miles away it's a lot less convenient, but they hope you won't realize that until you're already on the road.



TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



*Dipsy-Cola is now
available in handy
six-packs at your
favorite store.*

THINKING ABOUT IT THIS MUST MEAN...

They're surely aware that exclusive clothing shops and jewelry salons don't sell soft drinks, so they obviously assume your favorite store is a crowded, smelly super-market.



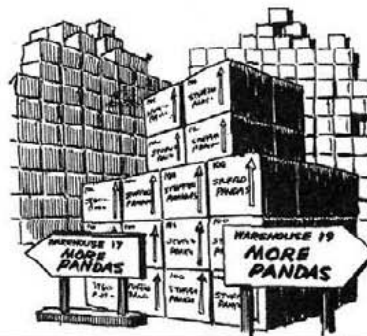
TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



*You must act quickly to
get one of these
gorgeous stuffed pandas
because the supply is
limited.*

THINKING ABOUT IT THIS MUST MEAN...

Even five million lousy pandas can be considered a "limited" supply when compared to the infinite quantities of such things as outer space, rainwater, a Mother's love and the gas you get from eating baked beans.



TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



*For maximum savings,
get Ocean Spritz Cran-
Cantaloupe Juice in the
big full quart bottle.*

THINKING ABOUT IT THIS MUST MEAN...

They helpfully call it a "big full" quart bottle so you won't get it confused with some other size of quart bottle, such as the small partly empty quart bottle or the gigantic overflowing quart bottle.



le



Things TV Commercials Say!

WRITER: TOM KOCH

TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



At Seymour's Citadel of Suits, there's always a full acre of free parking.

THINKING ABOUT IT THIS MUST MEAN...

The clothing they sell may shrink, but they give you their unconditional guarantee that the size of their parking lot remains unchanged from day to day.



TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



Mudworth House is now available in both regular blend and new decaffeinated. Ask for it by name.

THINKING ABOUT IT THIS MUST MEAN...

They prefer you ask for their product by name because it wastes too much time when you play Charades with the grocer to make him guess what it is you want.



TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



Pomeroy's Shoe Polish is available at better stores everywhere.

THINKING ABOUT IT THIS MUST MEAN...

Don't blame them if you can't find it. The obvious problem is you do all your shopping at worse stores everywhere.



TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



Come see us at Smiling Sid's Stable of Sleek Sedans, where we have been serving the community since 1957.

THINKING ABOUT IT THIS MUST MEAN...

They're trying to gain your trust and regain their own self-respect with the preposterous claim that a used car lot is somehow "serving the community."



THE LAME OF THE GAME DEPT.

"Trivial Pursuit" is such an enormous success that its makers have been able to cash in big by selling "special editions" of the game to movie buffs, sports enthusiasts, baby boomers

Future Special Edition

LAME DUCK THE POLITICIAN'S EDITION

IDEA: ELIZABETH WHITE

FI In our nation's capitol, those responsible for formulating important legislation are known as _____?

L What do the White House, the Washington Monument and the Lincoln Memorial have in common?

IB What does the Pentagon consider its biggest threat?

US After the President and the Vice President, who is next in command of the U.S. Government?

T When a President is inaugurated, what must he swear to do?

ER How have many well-known politicians chosen to end their careers?

Lame Duck

FI Lobbyists

L All three have been offered as Grand Prizes in the Publisher's Clearing House Sweepstakes

IB World peace

US Lee Iacocca

T To never pre-empt "The Cosby Show" for a press conference

ER By accepting the endorsement of Walter Mondale

BOOM! THE TERRORIST'S EDITION

K What usually tops the list of terrorists' demands?

HA What method do hostages frequently use to insure their safe release?

D What is worse than being hijacked by Palestinians?

A What evil organization keeps more innocent people living in terror than any other?

FF What is Libya's "Line Of Death"?

Y What is the official term used by airlines for bombs placed on passenger jets?

Boom!

K To be a guest on "Nightline"

HA Keeping a diary and offering 50% of the profits when it's published back in the States

D Being rescued by Egyptians

A The I.R.S.

FF "Hey Moammar, you suck!"

Y In-flight movies

WAITING ROOM THE DOCTOR'S EDITION

Q What do the initials "M.D." after a doctor's name stand for?

UA When an unconscious person with a serious head injury is rushed to an emergency room, what is the first thing doctors check for?

C What do four out of five doctors recommend for pain?

K In the hours immediately following surgery, what is the greatest threat to the patient's life?

ER What medical procedure used to be performed routinely by doctors, but is now considered superfluous and unnecessary?

Y What sleep-inducing anesthetics are the overwhelming favorites of M.D.s?

Waiting Room

Q Malpractice Defendant

UA A valid insurance card in the person's wallet

C Hitting yourself on the head with a hammer

K Hospital food

ER Getting a degree from a reputable medical school

Y The magazines found in their waiting rooms

and music fans. We at MAD figure that if they keep this up, it won't be too long before they run short of good topics and begin scraping the bottom of the barrel by introducing these...

ons' of Trivial Pursuit

HOME ROOM THE HIGH SCHOOL EDITION

WRITERS: JOE RAIOLA AND CHARLES KADAU

D	What is the worst mark a student can get?
ET	If a student wakes up with nausea and a headache what does he have?
EN	When during their four years do most high school students receive instruction in Sex Education?
T	More than anything else, what do high school boys wish they could take off their girlfriends on a date?
IO	What is required reading for all freshman students?
N	Excluding gym, what is the one thing most students wish they could take again?

<i>Home Room</i>	
D	A zit on prom night
ET	A geometry test that morning
EN	After football games, behind the bleachers
T	Their braces
IO	The graffiti on the wash-room walls
N	Their yearbook picture

WACKO THE PSYCHOTIC'S EDITION

PA	Who said "Give me liberty or give me death"?
R	What is Jack Nicklaus best known for?
A	What is the Dewey Decimal System?
N	Where does the President live?
O	What causes the careers of many pro football players to end prematurely?
ID	Who is Miss Piggy in love with?

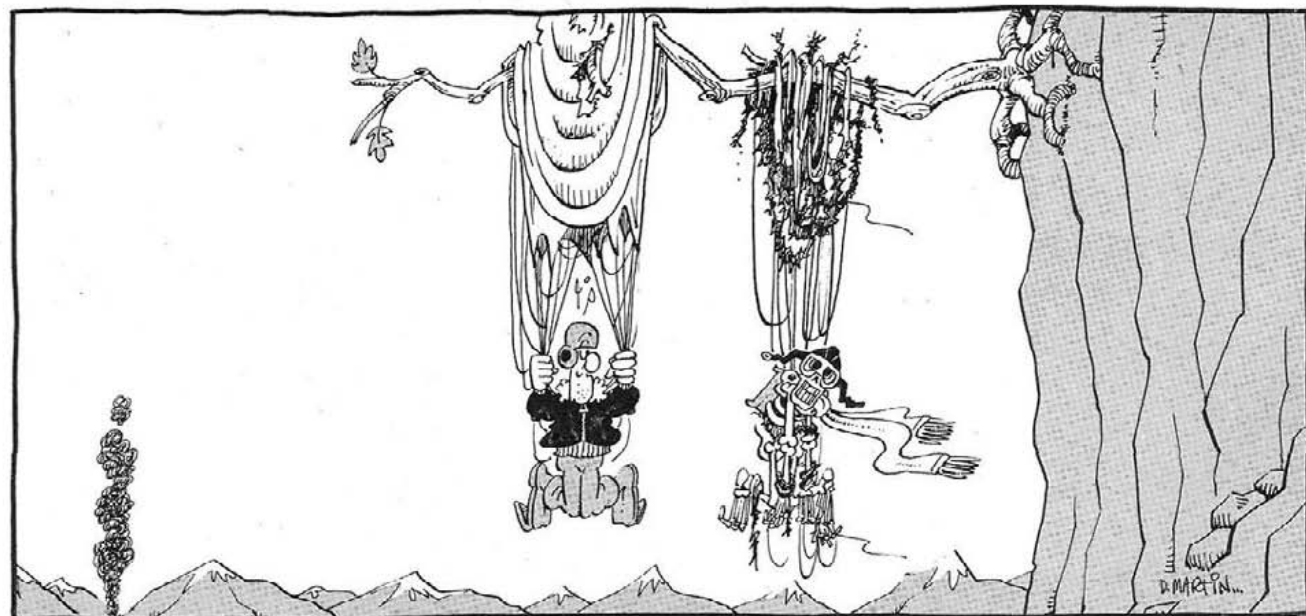
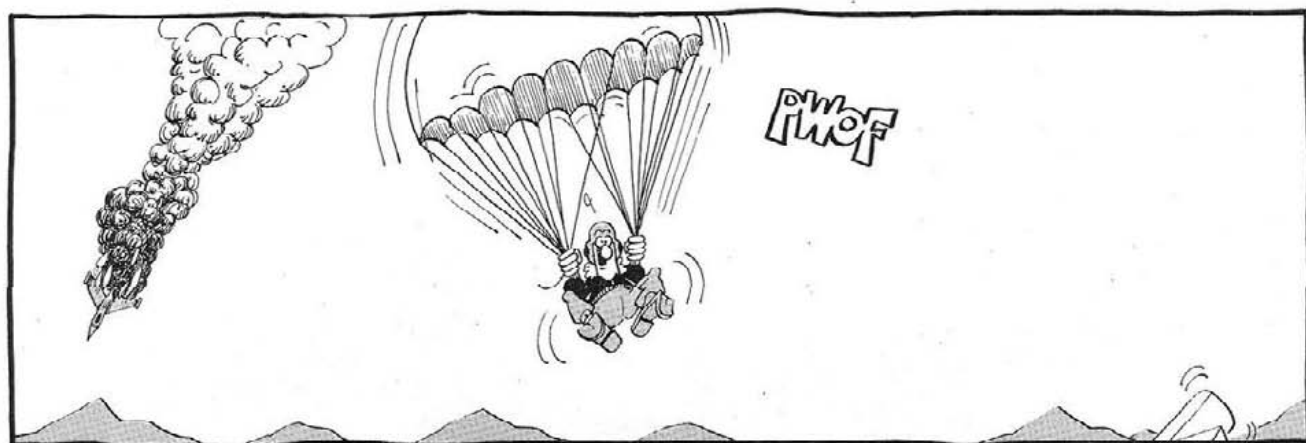
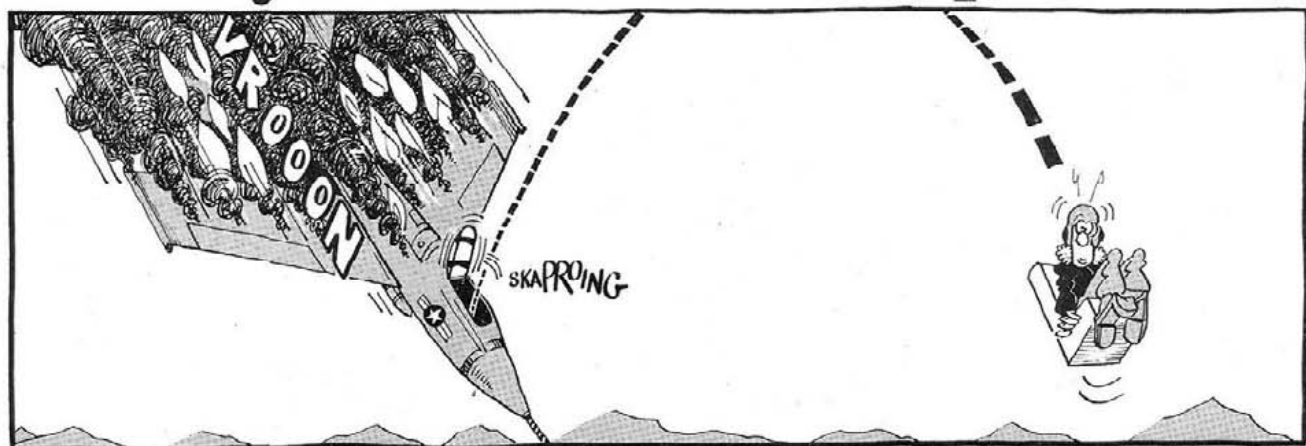
<i>Wacko</i>	
PA	The tiny man in your medicine cabinet
R	For killing the evil blue giraffe that was threatening New York
A	A diabolical plot hatched by Frank Sinatra and Abe Lincoln
N	No one knows, the real President was replaced by a robot clone in 1981
O	Russian mind control waves
ID	I can't answer that, the CIA is listening in on my conversations!

HUMBUG THE CHRISTMAS EDITION

PE	What jolly, red-cheeked fat man comes into people's homes on Christmas Eve?
R	What are the colorful little people who build Christmas toys called?
RY	At office Christmas parties, under what do secretaries traditionally kiss their bosses?
C	What are the happy people who travel from home to home in small bands on Christmas night called?
OM	Why does Santa travel all over the world on his sleigh on December 24th?
O	According to the old song, what is received on the 12th day of Christmas?

<i>Humbug</i>	
PE	Ed McMahon on "The Tonight Show Christmas Special"
R	Illegal aliens
RY	The threat of being fired
C	Burglars
OM	To earn frequent flyer bonus miles
O	Credit card bills

Early One Afternoon at Top Gunk



It wasn't long ago when all the detectives on television were men. Women were portrayed as being frivolous and silly. But now we have a crime drama show where two of the detectives are women! They're every bit as effective as their male counterparts, and they smell a heck of a lot better! But they're still silly and frivolous! Of course, we're talking about...

Grabme & Spacey

ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

I'm **Pristine Grabme!** I'm 40-ish, but I look **younger!** I'm also **single** and I drink a little **too much**. But hopefully one day I'll be **married** and I'll have someone to **share my life...** and the **cost of my booze!** In the meantime, I'll go on working as a **plainclothes detective**. And believe me, on the salary they pay New York cops, **plain clothes** are all I can afford!

I'm **Merrybet Spacey**, Grabme's **partner!** I'm 40-ish, but look **older!** I'm a very **private person**, so **don't** ask me about my husband **Hardly**, who's usually **out of work** or not **happy** with the job he has, or my **two boys** who wish I wasn't a **cop**, or our new **baby daughter** who drives us all **nuts** with her **crying!** Oh, did I mention our new **house?** Anyway, the guys down here at the police precinct are always **teasing** me. They say they don't know which is **thicker**: my New York **accent** or my **midriff bulge!**

I'm **Lt. Darnrules**. I'm in **charge** here! And although I'm a bit **gruff**, I'm not a **male chauvinist** at all! In fact, I kinda like having Grabme and Spacey on my staff. Having **two broads** around here **brightens up** the place a bit!

I'm **Issexy**. God's **gift to women!** Now if I could only get some women to **accept** the "gift"!

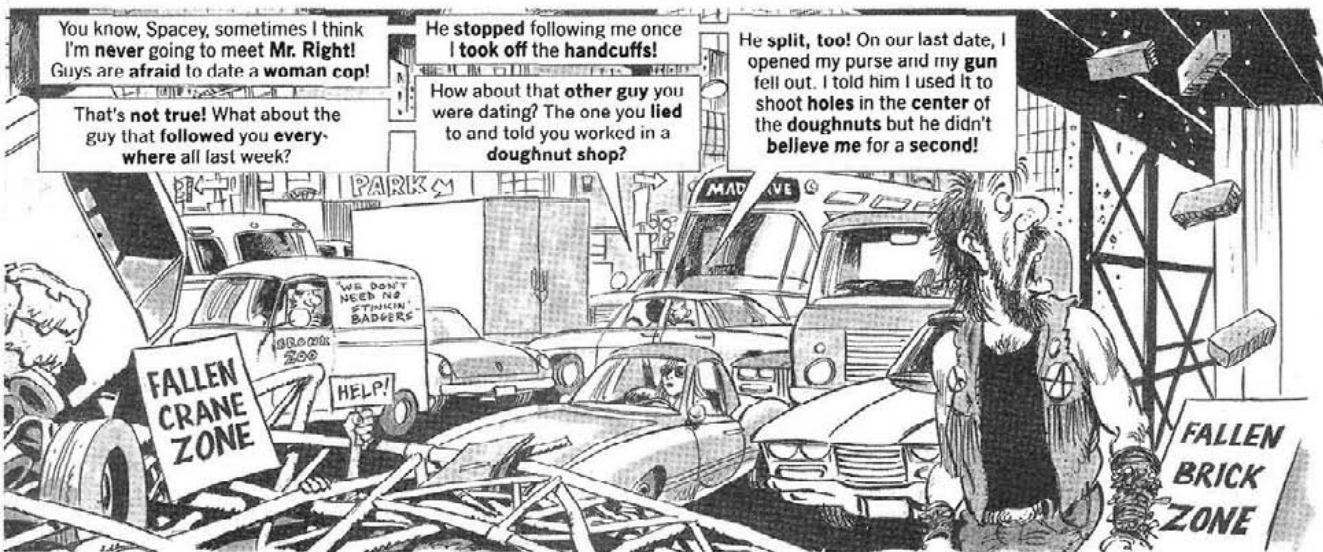


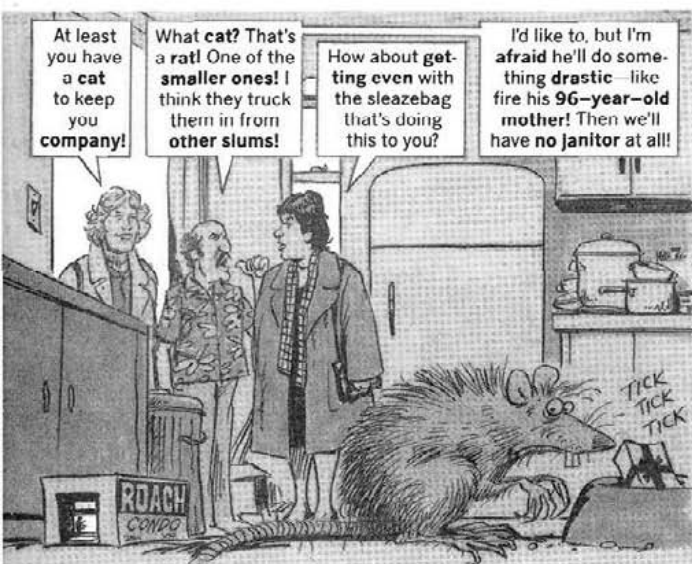
I'm **Detective Peachy** and I'm just a **token** around here! Not a **token black**, a **token detective!** Grabme and Spacey get all the **good cases** in this precinct, so the rest of us **guys** are all **tokens!**

I'm the **desk sergeant**. I just mostly **smile**. But everyone in this precinct is so **heavy-handed** and **depressing**, a simple smile is like **major comic relief!**

We're **Starsky and Hutch!** We want to report a **robbery!** Someone **stole** our **show** and gave it to **two women detectives!**











Okay, buddy, pull over to the curb!

I am at the curb! Traffic is so heavy, I haven't been able to leave the curb for the past twenty minutes!

That's why catching crooks in New York City is so much easier than anywhere else!



Well, we finally got Mr. Manana to court safely! Let's hope the case goes well!

The judge will now hear the case of the **upstanding, honest-as-Abe-Lincoln** landlord versus the **rotten, no-good weasel** tenant!

Uh oh! My gut feeling tells me the fix is in!



How did the hearing go?

Mr. Manana **lost** on a small technicality.

What kind of technicality?

The judge was on Sleezebag's payroll!



Poor Manana! Are you still going to give him a new identity?

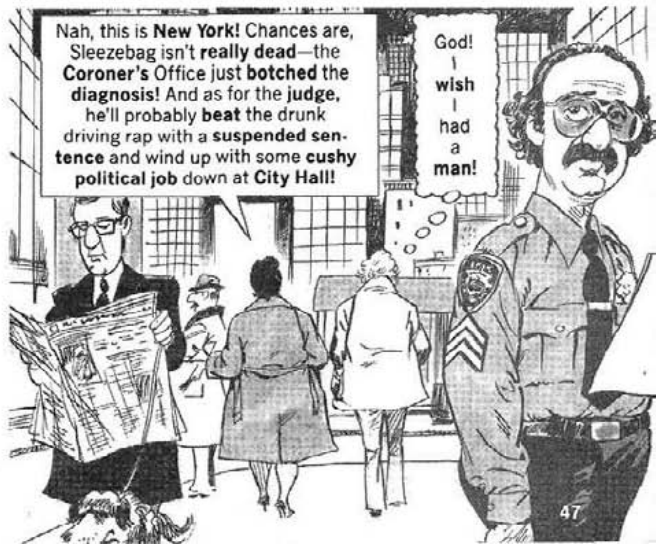
He already has a new identity. The minute the case was thrown out of court, four of Sleezebag's goons worked Mr. Manana over. **Believe me**, he doesn't look **anything** like he used to!



Merrybet, don't you wish that, just once, one of our cases would have a happy ending?

Good news! It just came over the wire. Mr. Slimebucket was killed by a drunken driver! And that drunken driver was the judge who threw out your case. He'll get 30 years!

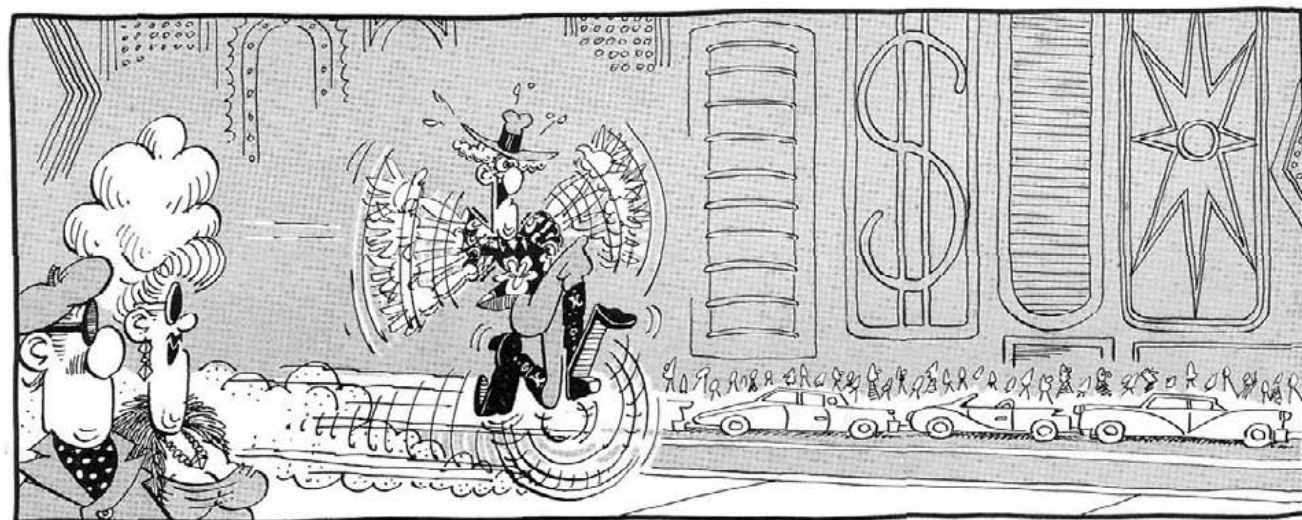
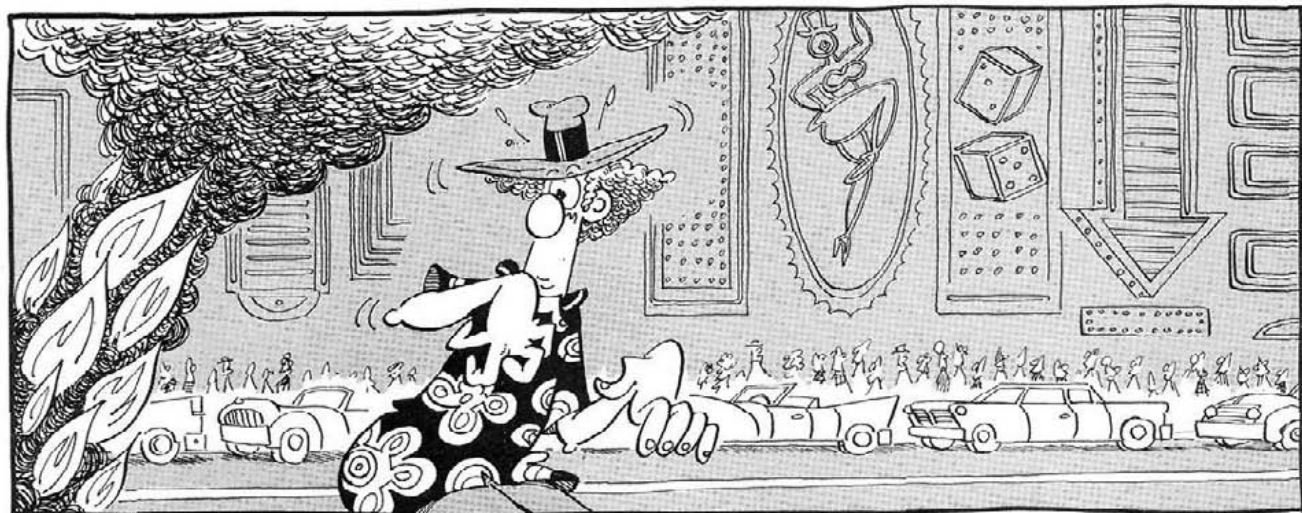
Hey... could this be our first happy ending?



Nah, this is New York! Chances are, Sleezebag isn't really dead—the Coroner's Office just botched the diagnosis! And as for the judge, he'll probably beat the drunk driving rap with a suspended sentence and wind up with some cushy political job down at City Hall!

God! I wish I had a man!

Early One Evening in Las Vegas



1B

FREE CAR WINDOW BONUS!*



***CAR NOT INCLUDED.**